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BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

TECHNOLOGY DEPT.

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DETROIT

Denver Delivers BUYING POWER

1942 Effective Buying Income — Per Capita — for Counties with Cities in the 100,000 Group

Here, listed according to rank, are the counties which in 1942 had the largest per capita of Effective Buying Income, according to exclusive estimates by SALES MANAGEMENT'S research department, and with similar rankings for 1941.

This listing is confined to 123 counties containing cities whose city-zone (newspaper-carrier limit) population exceeded 100,000 in the 1940 Census.

County	State	City	Effective Buying Income Per Capita 1942 (SM Estimate)	Rank in Group 1942	Rank in Group 1941
San Francisco	Calif.	San Francisco	$1,938	1	2
Spokane	Wash.	Spokane	1,863	2	28
Cumberland	Me.	Portland	1,835	3	75
Multnomah	Ore.	Portland	1,827	4	25
King	Wash.	Seattle	1,788	5	14
San Diego	Calif.	San Diego	1,716	6	23
Denver	Colo.	Denver	1,633	7	72
Essex	N. J.	Newark	1,637	8	6
Hartford	Conn.	Hartford	1,623	9	
Pierce	Wash.	Tacoma	1,591	10	
Alameda	Calif.	Oakland	1,551		
Sacramento	Calif.	Sacramento			
Suffolk	Mass.	Boston			
Baltimore	Md.				
Fairfield					

County	State	City	Effective Buying Income Per Capita 1942 (SM Estimate)	Rank in Group 1942	Rank in Group 1941
Franklin	Ohio	Columbus	$1,137	51	38
Westchester	N. Y.	Yonkers	1,137	51	91
Onondaga	N. Y.	Syracuse	1,132	53	44
Dauphin	Pa.	Harrisburg	1,130	54	50
Middlesex	Mass.	Lowell	1,125	55	51
Mercer	N. J.	Trenton	1,125	55	74
Montgomery	Ohio	Dayton	1,124	57	35
Orleans	La.	New Orleans	1,122	58	93
Erie	Pa.	Erie	1,103	59	67
Nassau	N. Y.	Hempstead Tp.	1,102	60	19
Vanderburgh	Ind.	Evansville	1,099	61	
Mahoning-Trumbull	Ohio	Youngstown	1,094	62	
Philadelphia	Pa.	Philadelphia	1,094		
Scott	Iowa	Davenport	1,092		
Broome	N. Y.	Binghamton	1,0		
	N. J.	Camden			

Reproduced from Sales Management, August 15, 1943.

Denver Ranks 7th in U. S. in Effective Buying Income!

● **Denver jumped from 72nd in 1941, among 123 U. S. counties having cities exceeding 100,000, to seventh in 1942 in Effective Buying Income per capita according to Sales Management estimate.**

The Denver of today bears no resemblance to its playground past. Early in 1942, Denver industry was already converting to war production . . . prefabrication of ships, manufacture of bullets, chemicals, gas masks, rubber rafts, and other products. The mining and agricultural industries of this area went on a war production basis, too.

These things have boosted buying power in the Denver area. To boost the buying of your product or service in this area, go to the people who have the buying power via their favorite station, KLZ.

KLZ
Delivers the
DENVER
MARKET

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XUM

WLS School Time

CLASSROOM HAS 870,000 PUPILS!

As they listen to current news on "School Time," these rural school youngsters follow events, with their map monitor pointing out where things are happening.

E. Jerry Walker, WLS educational director, visits a country school and entertains some of "School Time" audience with story telling "in person."

Music classes take on added meaning for the "School Time" audience. After hearing the story behind the music, the story the music is telling, they learn to sing it themselves.

"WLS School Time," broadcast each school day, presents a new and interesting subject in a manner beyond the facilities of the average school, and of definite educational value.

"School Time," conducted by Jerry Walker, serves every grade through Junior High School; its curriculum includes current events, history, music, literature and geography. Last year it was listened to regularly by 870,000 pupils in 24,500 classrooms in 6,000 schools. Although 66% of the pupils using "School Time" are urban, 78% of the schools are *rural*. To them, radio and WLS are bringing cultural experience the equal of that available to city youngsters.

It is the purpose of "School Time" to inform comprehensively, to inspire real appreciation for the American way of life, and to unite all in the common purpose of a national and world order based on the ideal of democracy: the end result, an informed citizenry.

"School Time" is one more example of the service activities that have made WLS "One of the Family in Midwest America."

School Time Schedule 1943-44

Mondays: "School Time News." grades 5 to 10. Review of current news in terms the pupil can understand.

Tuesdays: "This Is America," grades 5 to 8. Dramatizations of the great literature of American history, from the Revolution to the Civil War.

Wednesdays: "The Magic Harp," all grades. An introduction to music as fun, presented by the WLS Concert Orchestra, with narrations of the fascinating tales that inspired each selection.

Thursdays: "The Book Box." grades 1 to 4. Narration of many fascinating modern tales written for primary age children.

Fridays: "United We Stand," grades 5 to 10. Lessons in living geography, with John Strohm, world traveler and managing editor of Prairie Farmer, telling how boys and girls of other countries live, work and play.

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

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The PRAIRIE FARMER STATION

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XUM

The 874 $tation Question

1. What music is used on more U. S. radio stations than any other music? *
2. What is the only performing rights organization which personally visits every station in the U. S.? *
3. Which is the largest performing rights organization in the number of licensed stations? *
4. What licensing group has the largest percentage of American music? *

Over 100 Years Of Broadcasting Experience

5. The personnel of what organization has a total of over 100 years of practical broadcasting experience? *
6. What station relations staff personally assists stations with their operating problems? *
7. Who is the official liaison between the Treasury and the broadcasting industry on War Bond work? *

Entire Catalog Available on Flat 2c Recording Fee

8. What is the only organization which offers its entire catalog of 100,000 diversified compositions to agencies and transcription companies on a flat 2c recording fee? *
9. On commercial and library transcriptions, what music may be performed on 874 U. S. stations licensed by SESAC without restriction or additional performance fees? *
10. Who issues a monthly music bulletin and furnishes a handy Music Guide to 3,000 executives in the radio industry? *
11. What organization makes available to stations without charge details of revenue producing sales plans? *
12. Who maintains a Program Service Department to assist stations, agencies and transcription companies? *

*There is only one correct answer.

SESAC

THE BEST MUSIC IN AMERICA

475 Fifth Ave. New York 17, N. Y.

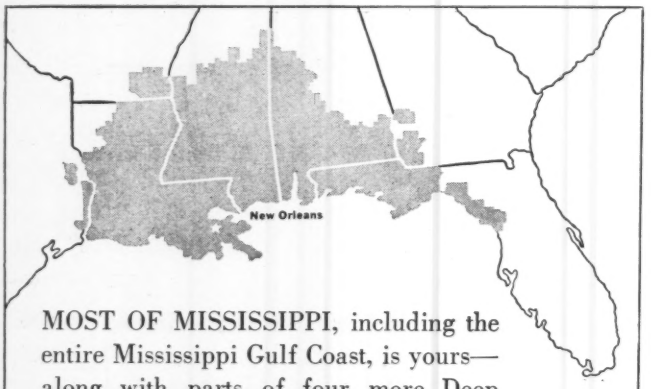
THE BEST MUSIC IN AMERICA

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 874 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

The Mississippi Gulf Coast

IS IN WWL-LAND

and so are 10,000,000 customers from five different states



MOST OF MISSISSIPPI, including the entire Mississippi Gulf Coast, is yours—along with parts of four more Deep South states—when you buy WWL.

A CLEAR CHANNEL, 50,000 watt signal has won WWL a prominent place on the dial of every radio in the Deep South! To blanket this prosperous market, you need—

WWL

NEW ORLEANS

50,000 WATTS—CLEAR CHANNEL

The Greatest Selling POWER in the South's Greatest City

CBS Affiliate—Nat'l Representatives, The Katz Agency, Inc.

SUBSCRIPTION PRICE: $5.00 per year 15c per copy

BROADCASTING

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KFAB is a must - For Outstate Nebraska.

PROSPERITY KNOCKING AT YOUR DOOR

UNPRECEDENTED prosperity makes the Nashville market ripe for sales promotion.

Latest business indices for Nashville, as compared with last year, show department store sales up 37%, bank clearings up 20.99%, bank debits up 26.92%, real estate transfers up 48.91%, building up 24.55%.

WSIX offers a proven medium with intensive coverage of the entire Nashville area. Well-planned sales campaigns, based on WSIX, are now scoring heavily.

Ample power (5,000 watts day and night) . . . plus a good spot on the dial (980 kc) . . . plus proven listener preference, guarantee an impressive audience ready to hear what you have to say.

SPOT SALES, INC., NATIONAL REPRESENTATIVES

Blue

Mutual

5000 WATTS

WSIX

"The Voice of Nashville"

NASHVILLE, TENN.

980 KILOCYCLES

This ad

breaks the rules:

Networks are always paying out money to say kind things in print about their stations. This time we pull a switch. It's high time a station *told the world about its network—and what the network means to the station.*

WHAT does CBS mean to WTAG? Professional expertness? Prompt and sensible cooperation? Straight-shooting? Far-sightedness in our interest as in its own? Sure. All those things, and a lot more. But those are only the attributes you expect from a good partner.

The most important things CBS means to WTAG are the things that CBS means *to the WTAG audience.*

That's an audience of 4 out of 5 of all radio homes in the "vital midriff" of New England, from New Hampshire through the golden area of Massachusetts into Connecticut. Three-fourths of a million people live in those radio homes. And what CBS means to those listeners is what it means *first* to our station.

Things like this:

John Daly goes into Messina with the first Allied scout patrols, is first out, first back to Algiers in General Patton's own plane, first on the air with an eye-witness story of Messina, first in Worcester with that story. *There were Worcester boys in Messina, and some of them are there forever.*

The foremost symphony orchestra in the world comes into Worcester and the WTAG homes every Sunday afternoon, thanks to the foresight of the network that first offered this program 11 years ago, and recently had the enterprise to persuade United States Rubber Company to sponsor the New York Philharmonic the year-round. Worcester supports the oldest Music Festival in America. We love all the arts. *So we think of Artur Rodzinski as an honored citizen of Worcester and our Commonwealth.* Thanks to CBS.

WTAG boys and girls dance to the best tunes—not skallyhootin around the countryside, but in their own homes. So do their fathers and mothers. They dance to Harry James and Sammy Kaye and a score more, and they sing with Kate Smith and Dinah Shore and Sinatra, and they howl at Jack Carson, George-and-Gracie, and Groucho Marx and Jerry Lester and Jimmy Durante. They thrill to DeMille's "Lux" shows, and to Screen Guild.

Over 400 Worcester-area plants are working for war. *It means a lot to WTAG to be the chief source of all that darn good morale-entertainment to its own great community.*

WHEN anything civic of any stature happens in Worcester and WTAG country, CBS always jumps in and pitches with us. That means a lot to the *people* of our area.

It means a lot to our community that CBS pours into WTAG country news from all over the world gathered by a news service that *Time Magazine* calls "the most efficient and adult news service in radio." Being newspaper people as well, *we know news, and we recognize quality.*

It means a lot to WTAG homes too, that steadily one network has led all the rest in pioneering better engineering, to make the sound come in clear; that one network has led all the rest in keeping the air clean of unpleasant commercials; that there's one network at least that won't carry cheap gossip, won't be browbeaten. It means a lot to WTAG homes to have a network come along with a program campaign idea like the one you see now in Worcester newspapers and cars and busses and posters.

WE'RE in a pretty good position to evaluate networks, because for a long time we weren't a CBS affiliate. But when we tied up with CBS, the way the whole WTAG community followed us into the brilliant new hall where CBS offers the finest, richest array of varied programs on the air, was mighty impressive. Impressive, why—it was just a plain *stampede* of *gratified loyalty.* And the buying power of that newly augmented market of ours is mighty important to our advertisers; they put more money into Worcester's area, and sell more goods, and that suits everybody hereabouts just fine.

Well—we could go on and itemize a hundred more reasons. But space costs money.

★

Let's just sum it up this way:

CBS is okay with us because 4 out of 5 of all the radio homes in the whole WTAG area like CBS best. Real nice branch we've got in New York. Hope they see this ad.

WTAG 580 KILOCYCLES

5000 WATTS **WORCESTER**

ONE OF A SERIES FEATURING OUTSTANDING USERS OF SPOT BROADCASTING

W. WALLACE ORR, *Account Executive, N. W. Ayer & Son, Inc.*

Says—"In all our experience, spot broadcasting has proved itself a highly flexible and effective medium"

● That's right, Mr. Orr, you're right! Spot broadcasting *is* flexible and effective. In fact it's so flexible as to require more conscientious and careful handling than perhaps any other medium. Certainly "national spot" calls for *more work* than a network show.

● Right there, we believe, is where *we* come in. We don't say we can make "spot" as easy as some other media. But a lot of good agencies have told us that *Free & Peters Service* has helped them to make spot broadcasting as profitable to *place* as it is to *use.*

● Especially in these days of manpower shortage, we are eager to demonstrate our service to any agency or advertiser who wants *better results from radio.*

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BROADCASTING
and
Broadcast Advertising

Vol. 25, No. 17 WASHINGTON, D. C., OCTOBER 25, 1943 $5.00 A YEAR—15c A COPY

NAB Hits AFM Fees; Four Disc Firms Sign

Socially Unsound, Says Steering Committee

AMID CHARGES by the NAB that the principle of direct payments to a union is "vicious", four independent transcription companies last week signed contracts with the American Federation of Musicians permitting them to resume recording after 14 months of total inactivity.

Differs From Other

After announcement of the agreement with James C. Petrillo's union last Wednesday, with the War Labor Board's tripartite panel performing as mediator, the NAB Steering Committee last Friday loosed a blast against the union, charging that the direct payment plan is "as economically and socially unsound as extortion is immoral and illegal". The committee, about which little has been heard, was appointed 15 months ago by President Neville Miller. (Text of statement on page 16).

Although no duress was claimed publicly, the four independent transcribers signed only after the principle of private payment had been established through the contract entered with AFM by Decca-World Broadcasting System Inc. It differs in some respects from that Decca deal, however. The new signatories are Standard Radio, Lang-Worth, Associated Music Publishers and C. P. MacGregor.

New Features

The chief new features are: An agreement by the union not to change the wage scales for two years; the creation of a two-man advisory board representing the public to consult with the union on the administration of the employment fund, and a provision that not more than 5% of the total fund shall be used for administrative expenses; and a no-strike clause covering the making of library transcriptions, but not including either phonograph records or commercial transcriptions.

Announcement that the contracts had been signed was made by Arthur S. Meyer, chairman of the tripartite panel appointed by the National War Labor Board to investigate the AFM 14-month old ban on recordings.

Reviewing the history of the case, Mr. Meyer reported that seven employers were originally parties to the dispute: World Broadcasting System, Empire Broadcasting Corp., Associated Music Publishers, Lang-Worth Feature Programs, C. P. MacGregor, Standard Radio and NBC Radio-Recording Division. On Sept. 29, he said the panel was advised that Decca had signed a contract with the union for itself and its subsidiary, World. Subsequently Empire signed this same agreement.

The five remaining companies then began their negotiations for a voluntary agreement with the union, resulting in the signature of four more companies. The principle of "payment to a fund," Mr. Meyer stated, was accepted by the employer as a condition of these negotiations."

NBC Has Not Withdrawn

Although NBC Radio-Recording Division withdrew from these negotiations it did not withdraw from the case, but asked the panel to retain jurisdiction over it, Mr. Meyer explained. He added that Columbia Recording Corp. and RCA-Victor Division of RCA, phonograph record manufacturers, have filed petitions to intervene in the hearing, and that the panel has taken these petitions under advisement. Negotiations between CRC, RCA and NBC and the union are now under way, he said, adjourning the hearing until further notice and stating that its resumption will depend on the outcome of these negotiations.

Queried as to the status of these negotiations an AFM spokesman said there had been no meetings with CRC and RCA-NBC because these companies for reasons unknown to the union had asked that any negotiations be postponed for an indefinite period. It is expected that the companies, admittedly waiting until the completion of the contract between the AFM and the four transcription firms, will take a definite stand in the near future.

Two Courses Open

Two courses are now open to these companies:

First, they can decide to accept the principle of payment into the AFM's employment fund which has now been accepted by Decca Records and by all major transcription companies except NBC radio-recording division, and sign that contract—or begin their own negotiations with the union for a contract differing from it in some respects but including the direct payment provision. Or (second) they can decide to refuse to accept that principle and continue unable to employ AFM members and be at a competitive disadvantage with those companies who have signed with the AFM.

Text of AFM contract with four recording firms on page 58. Panel statement, page 59.

It is believed that the hesitation of RCA and CRC to accept the plan of royalty payments directly to the union is based in some measure on their feeling that to do so would be to bind the NBC and CBS networks to the same principle, when and if the AFM makes similar demands on the broadcasting industry. In contradiction to this idea, however, it has been pointed out that network broadcasts do not contain the element of repetition against which the union has complained as unfair to live musicians, but that network broadcasts are in fact comparable to the commercial transcriptions which are broadcast only once on each station and which the union has exempted from royalty payments. On that basis, all network and individual station broadcasts of live programs should also be exempted from the need to pay extra fees to the union, it is argued.

Chairman Meyer explained that

(*Continued on page 52*)

Events Focus on Allocations Studies

Senate Hearings Will Put Post-War Needs in Limelight

ACTION of the Senate last week, unanimously approving the Wheeler - White-MacFarland Resolution for an Interstate Commerce Subcommittee investigation of international communications, focused attention on post-war allocation studies by both government and industry groups, which will have an all-important bearing on such new broadcasting services as FM and television.

Close on the heels of the formation of the Radio Technical Planning Board last month by private industrial groups identified with all aspects of radio operations, the FCC Engineering Department, headed by Chief Engineer E. K. Jett, has speeded up its studies of ultra-high frequency allocations. Because of the impetus given both FM and television by military research, development and operation, it is generally expected that sharply revised allocations for both of these services will be developed. Needs of other services, such as government, aviation and shipping, also must be adjusted in these allocations.

FM Requirements

Largely increased government requirements for radio facilities have constituted the major undertaking of the Interdepartment Radio Advisory Committee, made up of high ranking communication officers of all government agencies, and the military services. The committee is headed by Commissioner T. A. M. Craven, of the FCC.

It is now regarded as a certainty that FM will require a considerably larger portion of the ultra-high frequency spectrum than the present band allotted to it in the 50 mc. area. Likewise, television appears destined to move up the band, where color transmission on considerably wider channels can be accommodated.

The FCC's planning centers around determining the needs for all services, including private point-to-point as well as the public mass communication services.

With the war tide definitely in our favor, interest in these new

(*Continued on page 62*)

Help Wanted—The Petrillo Way . . . *An Editorial*

HELP WANTED: Men or Women, Old or Young. Full-time or Part-time. Good Wages. Favorable Hours. Pleasant Work.

Pick up almost any newspaper. Look in the shop windows. Look at the Government figures. The country is in the throes of the worst manpower shortage of all-time.

But all this must be cock-eyed, because the American Federation of Musicians, under the mailed-fist leadership of James C. Petrillo, professes to be plagued with unemployment. Jimmy has set up his own private relief fund, with radio to pay the freight. He seems to have convinced Decca, and its transcription subsidiary (which evidently had no voice) that a private "WPA" for the musicians was a necessary humanitarian project. Having established that principle, with payments direct to Jimmy's union, the rest was like spearing fish in a barrel.

Last week independent transcription companies, faced with extinction after more than 14-months of non-production, capitulated to Jimmy. Oh yes, they received concessions, because they have a bi-lateral contract, a two-year wage agreement at present rates, and an "advisory committee" set-up to watch handling of the union slush fund. But the last-named is nothing more than a gesture, since the committee will have no vote and Jimmy can go his own merry way.

The amount of money involved in the new deal, by dint of the fast double play from Jimmy to Decca-World with the independents trapped between bases, is insignificant. Even if the transcription companies pass along the 3% royalty fees on library transcriptions to stations, the total probably won't exceed $50,000 a year. But the forced acceptance of the principle by the transcription companies puts broadcasters in the position of facing similar demands from Jimmy. The networks have yet to work out their new deals, and the affiliated stations and independents must bargain with Jimmy (if it can be called bargaining) on house band quotas.

Some day, we imagine, Congress will muster enough courage to do something about the existing law which permits labor czars like Jimmy to get away with everything without legal restraint. When a privately-operated company, by dint of business resourcefulness, gets anywhere it usually is branded "big business" or monopolistic and in rushes Uncle Sam with his law suits and complaints. But when union labor, which also has become "big business", brow-beats, cudgels, coerces, intimidates and strikes, the Government stands on the sidelines because the anti-trust statutes don't touch the likes of Jimmy.

It is evident that no intercession can be expected from the War Labor Board, since its arbitration panel has approved the terms of the private relief system foisted upon the transcription companies. This presumably was premised on the view that the companies agreed "voluntarily" to the Petrillo demands—voluntarily after the transcribers had been starved out, and a deal first had been made with Decca-World.

Unless some curbs are introduced, either by Congress or by WLB headquarters we do have an idea of where things are headed. Jimmy has shown organized labor how to "revolutionize" the employer-employe relationship. It looks as though he's going to throw it completely into reverse, with management and ownership headed for "employment" by labor.

FMBI to Study Changing FM Allocation Standards in Chicago Meeting Nov. 17

FUNDAMENTAL changes in the standards for FM allocations following the war will be considered by FM Broadcasters Inc. at a meeting in Chicago Nov. 17, when recommendations of its engineering committee proposing a broad gauged change in the allocations base will be submitted. The Engineering Committee plan, drafted in New York on Oct. 20, was developed in pursuance of the interrogation of E. K. Jett, Chief Engineer of the FCC, as to whether the present trade area base for FM allocations should be continued or some other method followed.

Report To FMBI

Because it has been apparent for many months that FM will get off to a flying start with the termination of the war and that present allocations appear to be inadequate, intensive study is being given to the whole question of allocation and standards.

The FMBI Committee, of which Everett L. Dillard, of Commercial Radio Equipment Co., Kansas City, and licensee of FM Station KOZY, is chairman, has held two meetings within the last two months to draft its report for the FMBI board and membership. The Committee was named by Walter J. Damm, WTMJ-WMFM, Milwaukee, President of FMBI, after Mr. Jett had propounded his question to FM Broadcasters in an article published in the April 26, 1943 BROADCASTING War Conference issue. Mr. Jett's question was, "Should allocations on the basis of trade areas be continued or is there a more satisfactory method?"

The trade area requirement as embodied in the FCC Rules and Regulations, prescribes stations of equal coverage in the same metropolitan areas, based arbitrarily on areas to be served. Conventional standard broadcast allocations are on the basis of three principle types of service: national, through clear channel stations; regional, through stations assigned with intermediate power to regional and duplicated clear channels; and locals, comprising low power outlets designed to cover only local markets or metropolitan areas.

The Engineering Committee, in addition to Chairman Dillard comprises C. M. Jansky Jr., Jansky & Bailey, Washington consulting engineering firm, and W3XO; W. R. David, director, electronics department, General Electric Co., Schenectady; Dr. F. M. Doolittle, WDRC, WDRC-FM Hartford; Dr. Ray H. Manson, vice-president and general manager, Stromberg Carlson Co., and WHAM-WHEC Rochester.

Dr. Jansky is engineering advisor to FMBI and will represent the organization technically on the Radio Technical Planning Board, set up last month by a combination of groups in radio to develop post-war allocations in all radio fields.

FM Study

The FMBI Committee report will take into account detailed study of the present FM allocations structure. While the New York meeting considered only the basic question of trade areas in allocations, the group is undertaking other studies in connection with future FM operations. Among these are use of booster and satellite stations, minimum field intensities required to provide fit service and elimination of man-made and automotive interference.

New Spur Campaign

NEW campaign for Spur, by Canada Dry Ginger Ale, N. Y., scheduled to start in November, is distributing transcribed musical commercials to bottlers throughout the country for placement on local stations at their discretion. Promotion plans also include use of posters, car-cards, magazines, and insertions in 145 newspapers in 12 cities. Agency is J. M. Mathes Inc., New York.

Air Line Program

UNITED AIR LINES, Chicago, on Nov. 7 starts a weekly half-hour variety program, *In Time to Come*, on 8 CBS Pacific stations Sunday, 8:30-9 p.m. (PWT). Cal Hoff is musical director, with Carleton KaDell, narrator, and Dave Vaile, announcer. Jerry Stagg is writer-director. Robert C. Coleson, production supervisor. Hollywood manager of N. W. Ayer & Son.

CAMPAIGN KICK-OFF for the National Biscuit Co.'s return to the air was celebrated in a luncheon given by WMT Cedar Rapids, Ia. Stanley Dixon, who recently began a series of news commentaries on the Cowles stations KRNT WMT and WNAX for the Biscuit Co.'s Premium Crackers, spoke at the meeting which was attended by branch managers and salesmen of National Biscuit Co., and officials of the Cowles stations. The group included (seated l to r): A. N. Duffy, district sales manager; Stanley Dixon, Iowa Broadcasting Co. commentator; C. M. Sandifer, assistant sales manager, National Biscuit Co.; J. Neenam, branch manager; Douglas Grant, WMT news editor; John Drake, KRNT-KSO promotion manager. Standing: W. H. Culp, branch manager; Sumner D. Quarton, WMT general manager; Ted Enns, Cowles group national sales manager; Leo Cole, WMT promotion manager; P. K. Gaines, salesman; J. M. Seidel, salesman; A. K. Wesenberg, salesman; W. H. Knous, salesman; L. Von Linder, WMT public relations; F. W. Mathey, branch cashier; V. Groff, salesman.

Radio's Part in Psychological Warfare

Allied Nations Programs Soon Will Dominate European Band

By R. MORRIS PIERCE
Chief Engineer, Psychological Warfare Branch,
Allied Force Headquarters, Algiers

THE OFFICE of War Information was created by executive order of the President on June 13, 1942. Elmer Davis was subsequently appointed as Director.

One of the many responsibilities delegated to it was to inform truthfully the peoples of other nations concerning the progress of the war and the efforts of the United States in its prosecution. The Overseas Branch was established with Robert Sherwood as its Director. Outposts were set up in 16 countries. I want here to summarize for you the functions of Psychological Warfare in just one theatre of this war; namely, "The Mediterranean" and the way in which the OWI contributes to this operation.

The control of news and information in any military theatre must, of necessity, be military. For this reason the "Information, News and Censorship Section" was established with Brig. Gen. Robert A. McClure commanding. Under this section are three branches: namely, Psychological Warfare, Public Relations and Censorship.

Truthful Information

The Psychological Warfare Branch, commanded by Col. C. B. Hazeltine, has the responsibility of truthfully informing the people of the Axis, Axis occupied and liberated countries, both civilian and military. This information is distributed in the following manner:

A. RADIO

1. To civilians and military in enemy countries.
2. To civilians and military in enemy occupied countries.
3. To residents of allied nations and in liberated areas.

B. LEAFLETS

1. To civilians and military in enemy countries.
2. To civilians and military in enemy occupied countries.

C. MOTION PICTURES

1. To the residents of allied nations and in liberated areas.

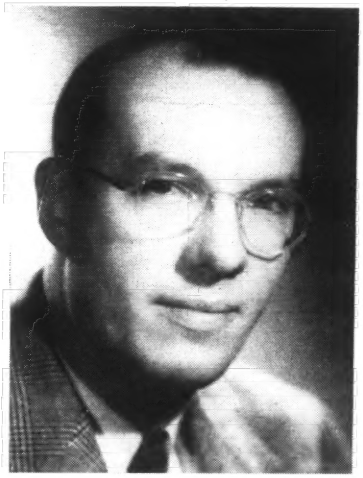
D. NEWSPAPERS

1. To the residents of allied nations and in liberated areas.

E. LIBRARIES

1. To residents of allied nations and in liberated areas.

In North Africa, Sicily and Italy, the Psychological Warfare Branch prepares and prints all the leaflets that are dropped in enemy and enemy occupied territory for both military and civilian consumption. Most everyone has heard of the thousands of Italian and German troops who came over to our lines holding white leaflets in their hands. This was great testimony to the work of the Psychological Warfare Branch. Leaflets are also used to tell the truth about the progress of the war to civilians behind the enemy lines. Here the leaflets, on many occasions, are miniature four-page newspapers. Leaflets were used to tell Axis soldiers in Sicily that Mussolini had been replaced by Badoglio and to warn the civilians of Rome that we were going to bomb the railroad yards and that they should take cover. These are only a few examples among many.



MR. PIERCE

The Psychological Warfare Branch operates its own mobile sound motion picture units and supplies the motion pictures to the established theatre operators. It supplies locally owned newspapers with world wide news and operates the libraries or news stores where the local population may read (in their native language) of the part the United Nations are playing in this war. Here they can read, among other things, about the food and war materials we are sending them, about our production, the quality of our equipment and the cost of the war to the United Nations.

News—In Four Tongues

With respect to the part radio plays in Psychological Warfare I shall tell the story within the limits of military secrecy.

When the Psychological Warfare Branch was created in December of last year its assets were five energetic bodies. It had no radio stations or other equipment. Today it operates three broadcasting stations, built in the United States, supplied by OWI and installed by Psychological Warfare personnel. It operates three other broadcasting stations in the Mediterranean area and programs, a small portion of the time, five other stations. It maintains its own program staff, news bureau and engineering department. The original group of five has grown to several hundred and will be expanded further as additional stations in Europe are acquired.

The broadcasts are essentially news programs, fifteen minutes in length, in four languages in the following pattern: English, German, French and Italian, beginning with English on the hour and ending with Italian on the three-quarters hour. The stations operate from 12:00 noon to 3:00 a.m. local time.

Soon to Dominate

The material consists of rebroadcasts of OWI news programs by shortwave from the United States, BBC rebroadcasts by shortwave from England and locally-produced programs by Psychological Warfare Branch personnel.

The complexity of the programming can be realized when one considers that the content must be in four languages. This means that on locally-produced programs, the news has to be processed by four separate news staffs and read by four separate announcing staffs. Since news is our chief stock in trade, it must be truthful, intelligently written and timely. The OWI transmits thousands of words daily by radio-telegraph, through Army channels, for processing by the Psychological Warfare Branch.

The effectiveness of these United Nations radio broadcasts is borne out in interviews of Axis prisoners and comments on our broadcasts by the Axis radio stations.

Technically this can be substantiated by measurements of our station made in England. If you will look at a map of Europe, it is immediately apparent that the distances from North Africa to the Axis and Axis occupied countries are not great. For example, a circle with a radius of 1,000 miles centered in North Africa will include approximately 80% of Axis-occupied Europe. This distance is comparable to that from New York to St. Louis or from Chicago to Denver.

Handle Net Relays

At the present time, Axis stations predominate on the European broadcast band, but this picture is changing constantly. Soon Allied Nations programs will occupy the majority of European broadcast channels and the quality of the service will improve technically as the distance the signal has to travel decreases.

As previously pointed out, the Psychological Warfare Branch is a part of the "Information, News and Censorship Section." The Public Relations Office is also a branch of this section. Its function is the transmission of news of military operations to the United States, England and other Allied Nations for public consumption. For this reason, the NBC, CBS, BLUE, BBC and CBC relays from this theater, clear through the Public Relations office, but are engineered by the Psychological Warfare Branch.

Photo Transmission

The transmission of radiophotos is another very important service of the Psychological Warfare Branch. This operation is performed by personnel and equipment supplied by OWI. News pictures are transmitted daily to New York, London and many other cities and are received from OWI, New York, for local consumption, or for retransmission to other countries. The many radiophotos of Allied Mediterranean military operations published by the papers of the United States bear testimony to the success of this joint operation.

Psychological Warfare also operates a monitoring service, originally set up by the FCC, with monitoring experts detailed from

(*Continued on page 30*)

WHAT are so many U. S. radio people doing in England, Europe and North Africa and why are more of them needed for service in the war theaters? The answer is supplied in large part by R. Morris Pierce in this article on the activities and achievements of the Psychological Warfare Branch of OWI. Mr. Pierce is chief engineer of WGAR Cleveland. He was given a leave of absence Jan. 15 and after several weeks at OWI headquarters in Washington he flew to North Africa to install the former transmitter of WABC. On May 14 he was appointed Chief Engineer of Psychological Warfare, with a mixed military and civilian staff. C. L. Topmiller, former chief engineer of WCKY Cincinnati, is his deputy. Now in this country, Mr. Pierce returns to duty abroad later this year.

Both Houses Move Toward Action on Radio

Lea Drafts Policy; Senate Orders Inquiry

By BILL BAILEY

GAINING MOMENTUM, the move in Congress to enact new communications legislation was marked last week by several forward strides, with indications that the coming week will see concerted efforts in both Houses to stem the growing tide of power with which the FCC has been vested by the May 10 Supreme Court decision.

New Developments

As BROADCASTING went to press these developments were foremost:

1. Chairman Lea (D-Cal.) of the House Select Committee to investigate the FCC issued a statement of policy and procedure.

2. Rep. Karl E. Mundt (R-S.D.) warned on the floor of the House that unless Congress acts quickly to define through new legislation powers of the FCC, in view of the Supreme Court decision, the days of privately owned and operated radio are numbered (page 24).

3. The Senate ordered a sweeping investigation of international communications "both wire and radio" in light of "frequent and growing criticism" of the administrative policies of the FCC (page 12).

4. Members of the Senate Banking & Currency Committee, during hearings on the Bankhead bill (S-1457) to create a subsidy for small newspapers, displayed unusually keen interest in radio by their line of questioning (page 16).

5. Reading by Rep. John Z. Anderson (R-Cal.) into the *Congressional Record* of a letter written by Chairman Lea to the *Washington Post*, taking issue with a *Post* editorial of Oct. 16 which accused the new chairman of "dumping of star-chamber testimony into the record".

6. Indications that secret testimony, not yet received by the committee, had been delivered to the *Post*, which has consistently defended the FCC and criticized the investigation.

7. During hearings before the Boren Newsprint Investigating Subcommittee of the House, Rep. Clarence Brown (R-O.) charged that some radio programs carrying Government messages have distorted facts to "smear" Congress.

Following an executive meeting of the House Select Committee last Monday Chairman Lea issued a statement of policy and procedure in which the other four members concurred. Procedure was outlined as follows:

"All hearings of the committee shall be presided over by one of its members. All hearings shall be open to the public unless, because of military secrets or other public interest, the committee shall determine to meet in executive session with a quorum present.

"The FCC shall be notified in advance of all hearings. Oaths shall be administered to witnesses by the presiding chairman of the committee at any hearing. All witnesses shall testify under oath. It is the purpose of the committee to allow the Commission full opportunity to present, in due time, any facts relevant to the subject matter of the hearing."

Although the executive session originally was planned as a short one, it lasted two hours and was marked, according to reports, by vigorous opposition to certain proposals of procedure. One report said the original "procedure" contemplated that counsel for the FCC would consult with the committee on all phases of the investigation and would sit with members in sifting evidence.

It is expected that the Select Committee, at a meeting this week, will ask the House Committee on Accounts for additional funds to continue the investigation, probably equalling the original grant of $60,000.

Analyzing Testimony

Chairman Lea told BROADCASTING again last Thursday he had not made any decision with regard to counsel. It was understood, however, that three committee members favor the retention of Eugene L. Garey while two others want a new chief counsel. Mr. Lea is reported to have suggested an attorney "experienced in legislation" as a possible member of the legal staff, although he declined to comment.

A second phase of the policy and procedure, as outlined by Chairman Lea, was titled "Method of Preparing Analysis of Testimony", in which citations will be made under three general headings. The first will include "what are regarded as substantial accusations made against the Commission or its members". Under the second head the citation will be made "to the various sections of the hearings which are claimed to support the accusations," while the third head specifies that "citations will be made to evidence in the record embracing denials, explanatory or exculpatory matters in reference to such accusations, respectively. Under this head the FCC may likewise make such citations", the statement said.

Fund Transfer Plea

Testimony of only one of the four officers and personnel of Shortwave Research Inc., taken in New York [BROADCASTING, Oct. 18] was admitted to the record in the executive session. The other three witnesses will be summoned to Washington to repeat their testimony before the committee.

Chief Counsel Garey told the committee Oct. 14 [BROADCASTING, Oct. 18] that he took the statements for submission to the committee to save time and expense.

Letters between FCC Chairman James Lawrence Fly and Acting Secretary of War Robert P. Patterson, with reference to a request from the FCC that the Army transfer funds to the FCC for the upkeep of employes in the North African military theatre were received into the record. Mr. Fly asked the Army to transfer several thousand dollars to the Commission to pay for FCC employes sent to North Africa. Acting Secretary Patterson replied that he found no authority for the presence of FCC employes in any military theatre.

Rep. Anderson on the floor of the House last Tuesday assailed the *Washington Post*, which has defended the FCC and criticized the investigation, for an editorial published in the Oct. 16 issue under the title "Cox Methods Continued".

"In my opinion, this editorial was untimely and premature and it reeks with the bias and prejudice that it seeks to criticize," declared Rep. Anderson. "In referring to the first meeting of the FCC investigating committee under the committee's new chairman, the editorial states in part 'The brief session was given over entirely to the dumping of star-chamber testimony

(*Continued on page 55*)

Senate Votes Investigation of International Communications

COGNIZANT of the "frequent and growing criticism" of the FCC in its administration of the Communications Act, the Senate last Tuesday ordered a sweeping investigation of international communications.

A report of the Interstate Commerce Committee, urging the probe as requested in a resolution (S-Res. 187), introduced Oct. 14 [BROADCASTING, Oct. 18] by Sens. Wheeler (D-Mont.), White (R-Me.) and McFarland (D-Ariz.), was unanimously adopted. In submitting its report the committee said:

Law Inadequate

"Admittedly, existing law is inadequate to cope with the communication problems that will face this country in the postwar world. The inadequacies of the law are further complicated by frequent and growing criticism of the administrative agency and its personnel—criticism which no longer can be ignored by Congress."

The study and investigation "is the direct and logical outgrowth of the consideration and enactment of the so-called Domestic Merger Act (Pub. Law 4, 78th Cong.)", said the committee report. Early drafts of the Merger Bill called for merger of international communications as well as domestic (Western Union and Postal Telegraph), but that portion was stricken because "a number of factors made inadvisable any final congressional consideration of the international communication problem at the time of the enactment of the Domestic Merger Act".

Questions of ownership, foreign controls, control of subsidiary manufacturing entities, agreements with foreign governments, corporations, and nationals, rates, ser-

(*Continued on page 54*)

WMCA APPLICATION TO FCC THIS WEEK

APPLICATION for the transfer of license of WMCA New York, from Edward J. Noble, whose acquisition of the BLUE Network was formally consummated Oct. 14, to Nathan Straus, former administrator of the U. S. Housing Authority, will probably be filed early this week. Monroe Goldwater of Goldwater & Flynn, New York, is acting for Mr. Straus in this matter. Mr. Noble is represented by Franklin S. M. Wood, New York.

Donald Flamm, former owner of WMCA, whose suit against Mr. Noble seeking a recission of the sale is pending in the New York courts, is expected to request the FCC for permission to intervene in the hearing on the proposed transfer of the WMCA license.

Sale of WMCA by Mr. Noble is necessitated by the FCC informal policy against ownership of more than one station in a single locality by any individual or organization. In acquiring the BLUE Network Mr. Noble also became licensee of WJZ, BLUE key station in New York.

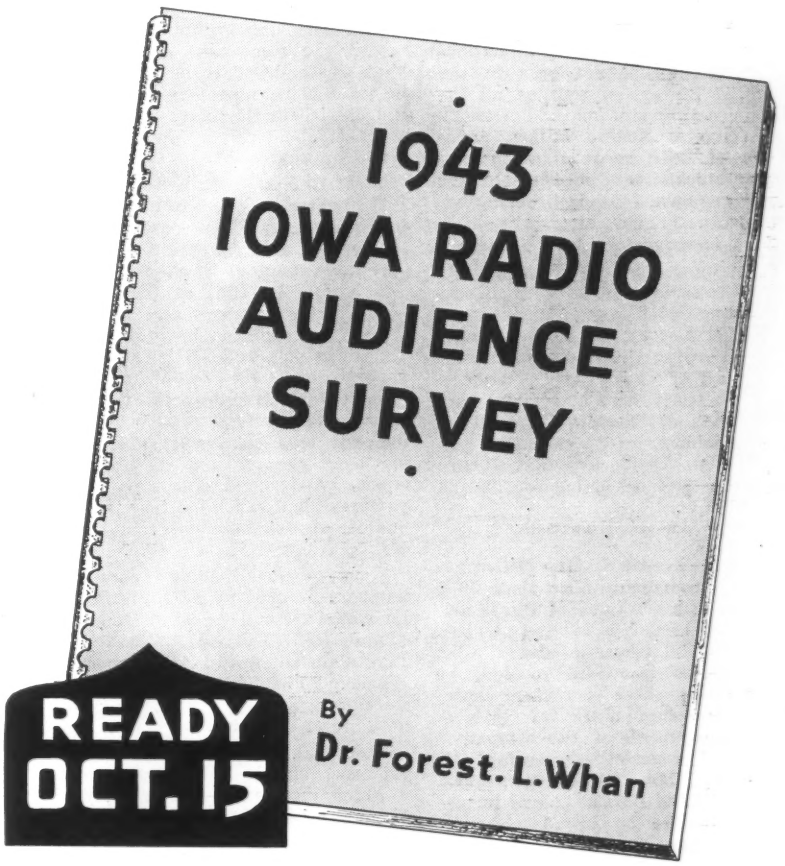
Virginia Dare Drive

GARRETT WINE Co., Brooklyn (Virginia Dare wine), has contracted for one of the most extensive time-orders of recent weeks in Chicago, buying five 25-minute periods, eleven 10 minute periods, 18 announcements on the *Sports Edition* program and 18 announcements on the *Night Watch* program, weekly, on WIND Gary. The schedule was begun Oct. 1. Agency is Ruthrauff & Ryan, Chicago.

DO YOU KNOW THE ANSWERS?

The New
1943 IOWA RADIO AUDIENCE SURVEY

Answers These and Dozens of Other Important Questions!



The Sixth Annual Study! . . . Sent Only Upon Request!

Which radio stations are "listened to most"? Daytime? Nighttime? By Urban — Village — and Farm Families? Why? And Where?

How much actual time do listeners spend with the "Listened to Most" station as compared with those "Heard Regularly"? Is the ratio 2 to 1? 4 to 1? Or 6 to 1?

What kinds of programs are liked best? According to Sex—Place of Residence —Age—and Education?

Which are the 80 most popular programs? For Urban—Village—and Farm Families?

How do listeners learn about new programs? What percent through station announcements—newspapers — friends —other media—or just happened to tune in?

Which stations are "heard regularly"? Daytime? Nighttime? By Urban—Village—and Farm Families? And Where?

Which stations are preferred for News broadcasts?

How has gasoline rationing affected listening? Urban—Village—and Farm?

How many listen during each two-hour period of day and night? Men? Women?

What is the audience available during early morning and late evening hours?

How many hours of listening per day? Men? Women? Urban—Village—and Farm? 1943 compared with 1942?

NILES TRAMMELL
Said THIS About
the 1942 Survey:

"I want you to know that I think this is one of the most impressive surveys that I have had occasion to peruse in a long, long time."

BUT WAIT 'TIL HE SEES
THE NEW 1943 EDITION!

TO CONSERVE PAPER, the number of copies printed will be limited to supply only those who have specific need for this complete and authoritative study by Dr. Forest L. Whan.

WHO
+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER
Or Phone Any FREE & PETERS Office

PLEASE USE THIS COUPON!

Station WHO
Des Moines 7, Iowa

Gentlemen: Please send me, without obligation, my FREE copy of the 1943 Iowa Radio Audience Survey.

Please check if you wish a copy of the 1942 edition ___ . . . the 1941 edition ____.

Name_____

Company_____

Address_____

City_____ State_____

Affiliate Increase Is BMI High Mark Says President Miller at Annual Meet

LICENSEES of Broadcast Music Inc. include 800 standard commercial radio stations, 33 FM and shortwave stations, and 15 national and regional networks in the United States, as well as all the broadcasting stations and network of Canada, Neville Miller, president of BMI, reported at the annual stockholders meeting of the industry-owned music licensing organization, held at BMI's New York headquarters last Tuesday.

All incumbent directors of BMI were reelected, with 6/7 of all outstanding stock voted, largest vote in BMI history. At a board meeting following the stockholders' session, all officers were also reelected. Meetings were attended by all officers and directors, in addition to a number of station and network stockholders. Next board meeting was scheduled for Dec. 3.

Affiliate Increase

BMI's licensees, Mr. Miller reported, represent more than 99% of the dollar volume of the broadcasting industry in the United States. Publishers affiliated with BMI have increased to 480, he said citing these increases, representing a high mark for BMI, as "the best mark of the company's healthy progress." Operating efficiencies, Mr. Miller continued, have enabled BMI to reduce license fees payable by broadcasters by more than 26%, benefiting licensees to the extent of more than $400,000. This reduction was made in the face of steadily increased rates of payment to publishers and composers, he added.

Computations based on BMI's logging system show that about 45% of the musical broadcasts in this country are of BMI compositions, Mr. Miller stated, but BMI received during the last year only 24½% of the money paid by broadcasters "for the two major performing licenses," BMI and ASCAP. On this basis, he declared, "BMI has established the lowest cost of performance ever achieved by any licensing organization and has at the same time established what are believed to be the highest rates of payments to composers and publishers that have ever been in effect."

During the past year BMI has brought to New York as its guests 212 program and station managers from all parts of the country, Mr. Miller said, stating that the meetings have resulted in a better understanding by BMI of the problems of its licensees and an increased appreciation by broadcasters of the value of BMI's catalogs. A program relations department has been established and its traveling representatives are cooperating with broadcasters in establishing even greater use of BMI's music, he reported. The script department has expanded its service and is now sending out some 240 scripts a month, he stated.

Among the leading popular numbers licensed by BMI, Mr. Miller listed "Pistol Packin' Mama", "Paper Doll", "Brazil", "When the Lights Go On Again All Over the World", "The Things That Mean So Much to Me", "Starlight Sonata", and other top favorites.

Financial statement for the fiscal year ending July 31, showed a gross income of $1,146,114, divided into $1,100,719 from station license fees, $19,406 from royalties, and $25,989 from sales of sheet music. Net profit, after provisions for taxes, was $41,443.

DIRECT FROM COMBAT zone is this photo of the first American network broadcast from the fighting front in the Southwest Pacific, carried by Mutual. Jack Shaw, Mutual's Red Cross reporter, interviews Aitsi Warupi, a Fuzzy-Wuzzy carrier who was the first native to participate in such a broadcast. Shaw has just returned from New Guinea where he made on-the-spot descriptions for MBS.

Cocilana on 28 Stations In Cough Nips Campaign

COCILANA Inc., New York, is using 28 stations in 22 major markets for its annual fall and winter campaign for Cough Nips. Schedules consisting of one-minute announcements, chain breaks, news and musical programs started Oct. 17 and 18. In the New York area, the firm has contracted for thrice-weekly participations in the 8 a.m. *News of the World* period on WABC, and on Martin Block's recorded music show on WNEW. Schedule also includes participations on *Yankee Network News* on 21 New England stations. Other outlets included in the drive are: WEBR WBZA KDKA WJAS WMAL WOL WRC WITH WBAL WSYR WORK WKBO WKAT WFCI WENY WFIL KQV WHEC KFI WJW WJEJ WGY KPO WNBC WCSH. Al Paul Lefton Co., New York, handles the account.

Boy-ar-dee on Full MBS

CHEF BOY-AR-DEE Quality Foods, Milton, Pa. (spaghetti), sponsors of the Boake Carter quarter-hour news program twice weekly on MBS, now in its 39th week, will add 61 stations on Nov. 1, expanding to the full network. Agency is McJunkin Adv. Co., Chicago.

MANPOWER ROUNDUP
Radio Brings Workers to Save Tomato Crop

FACED with a total loss of 3,000 tons of tomatoes unless they were canned immediately, Kern Preserving Co., Los Angeles, called upon radio to solve its manpower shortage problem.

With the tomatoes, contracted for by Government order, lying on the loading dock, the firm contacted Ted Gailey, vice-president of Glasser-Gailey & Co., Los Angeles agency, and threw the problem into his lap. Working under pressure, and with station time at a premium, and to top it a late Saturday afternoon, within one hour he lined up a total of 13 emergency spot announcements on KFVD KRKD KFOX. First appeal was broadcast at 4:15 p.m. A full crew of 175 volunteers reported for work by 6:30 p.m. Working through that Saturday night and following day, emergency workers processed some 72,000 No. 10 cans of tomatoes. Volunteer crew turned pay received over to the local Red Cross.

Formerly a consistent user of classified help wanted space, Kern Preserving on Oct. 12 started using a regular daily spot announcement schedule on KFVD KRKD KFOX.

Bob Coleson to Manage Ayer's Hollywood Office

ROBERT CLARK COLESON has resigned as chief of the West Coast office of the Radio Branch, Bureau of Public Relations, War Dept., to become manager of the new Hollywood office of N. W. Ayer & Son.

Mr. Coleson

Mr. Coleson will produce the United Air Lines variety program, *In Time to Come*, to be aired every Sunday at 8:30 p.m. over the Pacific Coast network of CBS.

After serving as radio director of the San Francisco Golden Gate Exposition, Mr. Coleson joined the War Dept. Radio Branch in April 1941 as administrative executive. When the *Army Hour* began on NBC shortly after outbreak of the war Mr. Coleson was director. He also was in charge of the New York office of the Radio Branch. Later he was made chief of the West Coast office.

Mr. Coleson is the second executive of the War Dept. Radio Branch to leave in the last month. Jack Joy, Broadcast Service Section chief, resigned last month to return to the West Coast. Mr. Joy, before joining the Radio Branch in July 1941, was associated with Mr. Coleson as musical director of the Golden Gate Exposition. He conducted the *Army Hour* band and had charge of the musical portion of the War Dept. program.

WINX Washington, has appointed Forjoe & Co. as exclusive national sales representative.

SIMMONS EDITOR OWI RADIO NEWS

PARK BROWN SIMMONS has been named radio news editor of the OWI News Bureau, succeeding Arthur Force who resigned to enter the Army. Mr. Simmons was formerly with CBS Washington as special events reporter and presidential announcer, having joined the network in 1941. He has been in radio about seven years.

Mr. Simmons

In his new post, Mr. Simmons will serve as liaison officer between the OWI News Bureau and radio press associations, news broadcasters, and news desks of stations and networks.

While with CBS, Mr. Simmons covered most of President Roosevelt's trips, various ship launchings, and Army maneuvers. His biggest assignment was the network's coverage of the declaration of war, during which he talked continuously without script for 5½ minutes. He recalls being at a Washington ice rink on Dec. 8 when his office phoned him that the President had gone to the Capitol to deliver his war message. Simmons rushed to Congress, carrying his skates with him. He stayed on the job for an hour and a half.

Prior to joining CBS, Simmons was a newscaster on WCKY Cincinnati. He had also worked with WRVA Richmond and WBAL Baltimore. He attended the University of Florida.

Campana Resuming Nov. 7

CAMPANA SALES Co., Batavia, Ill. (Campana Balm and Solitaire cake makeup), on Nov. 7 resumes sponsorship of the *First Nighter* program on 125 MBS stations at 6-6:30 p.m., originating out of WGN Chicago. This is the series' 14th year on the air. Agency is Wallace-Ferry-Hanly, Chicago.

Joan Hancock

SIGNATURE affixed to letters from the promotion department of WWL New Orleans has been simply A. M. Robert for some time now. But if those not in the know thought that a Mr. Robert was signing those letters, they are wrong. A. M. Robert is Alice Marie Robert who has been with WWL for six years. She came up from the Information Desk, was secretary to general manager W. Howard Summerville, and now is merchandising manager. Her latest project is a weekly folder on CBS and local radio personalities and programs.

A. M. Robert

Did it pull?

That's the question retail merchants ask. No matter the medium. And we've got a pretty good record down here in Baltimore. More Retailers use W-I-T-H than any other station. It pulls!

•

THE PEOPLE'S VOICE IN BALTIMORE

On the air 24 hours a day—seven days a week

Some National Accounts Now On W-I-T-H

Crosse & Blackwell
American Oil Co.
Bulova
Mercirex
Resinol
Stanback
Aspertane
Royal Crown Cola
Rem
Gold Medal Capsules
Garrett Wine
Supersuds
Bond Bread
Pepsi Cola
Dentyne
Ward
Cocilana
Tek
Johnson & Johnson
Jests

WITH

Represented Nationally by Headley-Reed

Tom Tinsley, *President*

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DIRECT FROM COMBAT zone is this photo of the first American network broadcast from the fighting front in the Southwest Pacific, carried by Mutual. Jack Shaw, Mutual's Red Cross reporter, interviews Aitsi Warupi, a Fuzzy-Wuzzy carrier who was the first native to participate in such a broadcast. Shaw has just returned from New Guinea where he made on-the-spot descriptions for MBS.

Cocilana on 28 Stations In Cough Nips Campaign

COCILANA Inc., New York, is using 28 stations in 22 major markets for its annual fall and winter campaign for Cough Nips. Schedules consisting of one-minute announcements, chain breaks, news and musical programs started Oct. 17 and 18. In the New York area, the firm has contracted for thrice-weekly participations in the 8 a.m. *News of the World* period on WABC, and on Martin Block's recorded music show on WNEW. Schedule also includes participations on *Yankee Network News* on 21 New England stations. Other outlets included in the drive are: WEBR WBZA KDKA WJAS WMAL WOL WRC WITH WBAL WSYR WORK WKBO WKAT WFCI WENY WFIL KQV WHEC KFI WJW WJEJ WGY KPO WNBC WCSH. Al Paul Lefton Co., New York, handles the account.

Boy-ar-dee on Full MBS

CHEF BOY-AR-DEE Quality Foods, Milton, Pa. (spaghetti), sponsors of the Boake Carter quarter-hour news program twice weekly on MBS, now in its 39th week, will add 61 stations on Nov. 1, expanding to the full network. Agency is McJunkin Adv. Co., Chicago.

MANPOWER ROUNDUP
Radio Brings Workers to Save Tomato Crop

FACED with a total loss of 3,000 tons of tomatoes unless they were canned immediately, Kern Preserving Co., Los Angeles, called upon radio to solve its manpower shortage problem.

With the tomatoes, contracted for by Government order, lying on the loading dock, the firm contacted Ted Gailey, vice-president of Glasser-Gailey & Co., Los Angeles agency, and threw the problem into his lap. Working under pressure, and with station time at a premium, and to top it a late Saturday afternoon, within one hour he lined up a total of 13 emergency spot announcements on KFVD KRKD KFOX. First appeal was broadcast at 4:15 p.m. A full crew of 175 volunteers reported for work by 6:30 p.m. Working through that Saturday night and following day, emergency workers processed some 72,000 No. 10 cans of tomatoes. Volunteer crew turned pay received over to the local Red Cross.

Formerly a consistent user of classified help wanted space, Kern Preserving on Oct. 12 started using a regular daily spot announcement schedule on KFVD KRKD KFOX.

Bob Coleson to Manage Ayer's Hollywood Office

ROBERT CLARK COLESON has resigned as chief of the West Coast office of the Radio Branch, Bureau of Public Relations, War Dept., to become manager of the new Hollywood office of N. W. Ayer & Son.

Mr. Coleson

Mr. Coleson will produce the United Air Lines variety program, *In Time to Come*, to be aired every Sunday at 8:30 p.m. over the Pacific Coast network of CBS.

After serving as radio director of the San Francisco Golden Gate Exposition, Mr. Coleson joined the War Dept. Radio Branch in April 1941 as administrative executive. When the *Army Hour* began on NBC shortly after outbreak of the war Mr. Coleson was director. He also was in charge of the New York office of the Radio Branch. Later he was made chief of the West Coast office.

Mr. Coleson is the second executive of the War Dept. Radio Branch to leave in the last month. Jack Joy, Broadcast Service Section chief, resigned last month to return to the West Coast. Mr. Joy, before joining the Radio Branch in July 1941, was associated with Mr. Coleson as musical director of the Golden Gate Exposition. He conducted the *Army Hour* band and had charge of the musical portion of the War Dept. program.

WINX Washington, has appointed Forjoe & Co. as exclusive national sales representative.

SIMMONS EDITOR OWI RADIO NEWS

PARK BROWN SIMMONS has been named radio news editor of the OWI News Bureau, succeeding Arthur Force who resigned to enter the Army. Mr. Simmons was formerly with CBS Washington as special events reporter and presidential announcer, having joined the network in 1941. He has been in radio about seven years.

Mr. Simmons

In his new post, Mr. Simmons will serve as liaison officer between the OWI News Bureau and radio press associations, news broadcasters, and news desks of stations and networks.

While with CBS, Mr. Simmons covered most of President Roosevelt's trips, various ship launchings, and Army maneuvers. His biggest assignment was the network's coverage of the declaration of war, during which he talked continuously without script for 57 minutes. He recalls being at a Washington ice rink on Dec. 8 when his office phoned him that the President had gone to the Capitol to deliver his war message. Simmons rushed to Congress, carrying his skates with him. He stayed on the job for an hour and a half.

Prior to joining CBS, Simmons was a newscaster on WCKY Cincinnati. He had also worked with WRVA Richmond and WBAL Baltimore. He attended the University of Florida.

Campana Resuming Nov. 7

CAMPANA SALES Co., Batavia, Ill. (Campana Balm and Solitaire cake makeup), on Nov. 7 resumes sponsorship of the *First Nighter* program on 125 MBS stations at 6-6:30 p.m., originating out of WGN Chicago. This is the series' 14th year on the air. Agency is Wallace-Ferry-Hanly, Chicago.

Joan Hancock

SIGNATURE affixed to letters from the promotion department of WWL New Orleans has been simply A. M. Robert for some time now. But if those not in the know thought that a Mr. Robert was signing those letters, they are wrong. A. M. Robert is Alice Marie Robert who has been with WWL for six years. She came up from the Information Desk, was secretary to general manager W. Howard Summerville, and now is merchandising manager. Her latest project is a weekly folder on CBS and local radio personalities and programs.

A. M. Robert

Did it pull?

Some National Accounts Now On W-I-T-H

Crosse & Blackwell
American Oil Co.
Bulova
Mercirex
Resinol
Stanback
Aspertane
Royal Crown Cola
Rem
Gold Medal Capsules
Garrett Wine
Supersuds
Bond Bread
Pepsi Cola
Dentyne
Ward
Cocilana
Tek
Johnson & Johnson
Jests

That's the question retail merchants ask. No matter the medium. And we've got a pretty good record down here in Baltimore. More Retailers use W-I-T-H than any other station. It pulls!

•

THE PEOPLE'S VOICE IN BALTIMORE

On the air 24 hours a day—seven days a week

WITH

Represented Nationally by Headley-Reed

Tom Tinsley, *President*

Senate Group to Act on Press Subsidy

NAB Opposes Plan for Paid Advertising By Government

ACTION by the Senate Banking & Currency Committee is expected Tuesday on the Bankhead newspaper subsidy bill (S-1457). At the conclusions of hearings last Friday Sen. Wagner (D-N.Y.), committee chairman, announced he would call his group into session Tuesday to vote on the measure.

That several amendments will be written to the measure, introduced last Monday by Sen. John H. Bankhead (D-Ala.) in place of his original bill (S-1073), introduced earlier in the year, was indicated in the line of questioning and comment by Senators during the hearings, which were conducted last week.

Tax Deduction Plan

Most startling of the proposed amendments was one suggested Friday by Sen. John A. Danaher (R-Conn.) making deductible from income taxes any sums spent by advertisers under terms of the bill. Sen. Danaher's amendment, which he wrote during the hearing, provides:

"The cost of newspaper advertising by any taxpayer shall be deductible as a business expense for tax purposes only when newspaper advertising costs of such taxpayer can be shown to the satisfaction of the tax commissioner to have been prorated equally among newspapers published in communities of 10,000 population or less and in communities of more than 10,000 population."

Senator Danaher told BROADCASTING he suggested the amendment as a substitute for Government paid advertising.

"As I see it," he said following the hearings, "this bill (the Bankhead measure) needs a lot of amendments and rewriting before it can pass."

Radio went on trial before the committee Friday after C. E. Arney Jr., secretary-treasurer of the NAB, and Marshall H. Pengra, general manager of KRNR Roseburg, Ore. and chairman of the Small Market Stations Committee of NAB, went on record as opposed to Government paid advertising but in favor of no discrimination should the bill pass.

The closing session Friday heard arguments about radio news policies, musical programs, educational matters and political reporting, none of the various topics having direct bearing on the bill. Mr. Arney outlined the NAB structure and read into the record resolutions adopted by the organization with reference to Government-paid advertising. The first resolution, passed in 1941, opposed the purchase of time by Government agencies on the grounds that it would "tend to restrict rather than enhance the most effective utilization of broadcasting during the present emergency".

The second resolution, adopted last June 3, reaffirmed the NAB stand against Government-paid advertising but took the position "that if Congress contemplates such legislation every effort should be made to see that there be no discrimination as between the press and radio or any other media of communication."

Mr. Pengra told the Senate committee that his group at its initial meeting last April concluded, after discussing the Bankhead original bill, that (1) small market stations opposed the idea of Government-paid advertising, and (2) "the Bankhead Bill, if passed, discriminates sharply and viciously against the radio industry as a competitive advertising media in the same field with newspapers, setting up an advantage gained not through merit on a free competitive basis, but by process of law."

Negro Request

Herbert Pillen, president of the Controled Circulation Newspapers of America Inc., representing some 6,000 publications, asked for consideration of his members. He specifically asked that a clause in the bill defining newspaper outlets for War Bond advertising as only those holding second-class permits, be stricken.

Edgar G. Brown, director of the National Negro Council, and Howard Murphy, secretary-treasurer of the Negro Publishers' Assn., asked that if the bill is passed the Negro press be recognized.

Senator James E. Murray (D-Mont.), also a witness, urged that the measure be adopted to perpetuate the small-town newspaper and thus "insure freedom of the press."

Albert Hardy, president of the National Editorial Assn., which is sponsoring the Bankhead bill, in an opening statement Tuesday said that an overwhelming majority of small town editors and publishers had endorsed the measure.

At Thursday's hearing Paul G. Stromberg, Publisher of the *Ellicott City* (Md.) *Times*, assailed Elmer Davis, director of the Office of War Information, for his statement opposing the bill. Referring to Mr. Davis' statement that should Government-paid advertising become a reality the administration in power would be in position to ruin any particular newspaper by withdrawing that advertising, Mr. Stromberg said:

"That is an outright smear. Mr. Davis is going out of official bounds when he insinuates that the ideals of public service are set aside by the great bulk of weekly newspapers when they receive pay for advertising from local, county, state or federal governments."

NEA in Favor

E. M. Anderson, chairman of the legislative committee, NEA, conducted the NEA's presentation and summarized testimony of several witnesses. The NEA urged passage of the bill on the grounds that it would stimulate the sale of War Bonds. In no instance did a witness testify that the small newspapers needed the revenue Government advertising would give them.

Wilbur Peterson, publisher of the *Morrison* (Minn.) *Register*, declared, "There is a definite need of this (Government paid) advertising to further the sale of bonds. The people are not war-conscious to the degree where they will buy more bonds."

Under questioning, however, Mr. Peterson admitted that his newspaper has been running Government ads under local merchant sponsorship.

He admitted, too, that "in my particular paper we had unusual success in selling ads in September". He referred to Third War Loan Government ads, sold to local merchants.

Rural Listening

Senators Danaher (R-Conn.) and Taft (R-O.) wanted to know why the Government shouldn't buy time on small stations as well as newspapers. Mr. Peterson declared that "half the people of the United States live in small towns and rural areas and the way to reach them is through the small town press." Senator Taft opined that much of the Third War Loan appeal was directed at farmers through "radio and the metropolitan press,

(*Continued on page 56*)

NAB Assails Petrillo's Disc Contract; 'Thwarts Democracy'

CONDEMNING the principle of direct payments to a union as "vicious" the NAB Steering Committee last Friday issued a statement on the AFM-recorders agreements (see page 9) after a two-day session at the Hotel Roosevelt, New York.

The direct payments plan is "as economically and socially unsound as extortion is immoral and illegal", said the committee statement. Appointed 15 months ago by the NAB board in connection with the union ban on recordings, the committee includes these members: Neville Miller, NAB president; Mark Ethridge, WHAS Louisville; John J. Gillin Jr., WOW Omaha; Kolin Hager, WGY Schenectady; Harry Lee Poidevin, WRJN Racine, Wis.; Paul W. Morency, WTIC Hartford; G. Richard Shafto, WIS Columbia.

Text of the NAB statement follows:

With the signing of contracts with James C. Petrillo by four more transcription companies, it becomes apparent that Mr. Petrillo has established in the recording field a most vicious principle. By the terms of the contract, Mr. Petrillo levies a tax on the companies for the privilege of hiring members of his union, which tax is paid direct to the union. Although an attempt is made to gain public approval of administration of the fund by the appointment as "advisors" of public representatives, who have no vote, such procedure in no way mitigates the evils of the principle.

This principle has been condemned as setting up a private system of unemployment relief. In our view its significance is even more appalling. We regard the principle as being as economically and socially unsound as extortion is immoral and illegal. We believe that its widespread applica-

(*Continued on page 56*)

WSAY Yields; Will Hire 4 Musicians

All Rochester Contracts Now Run to Jan. 17

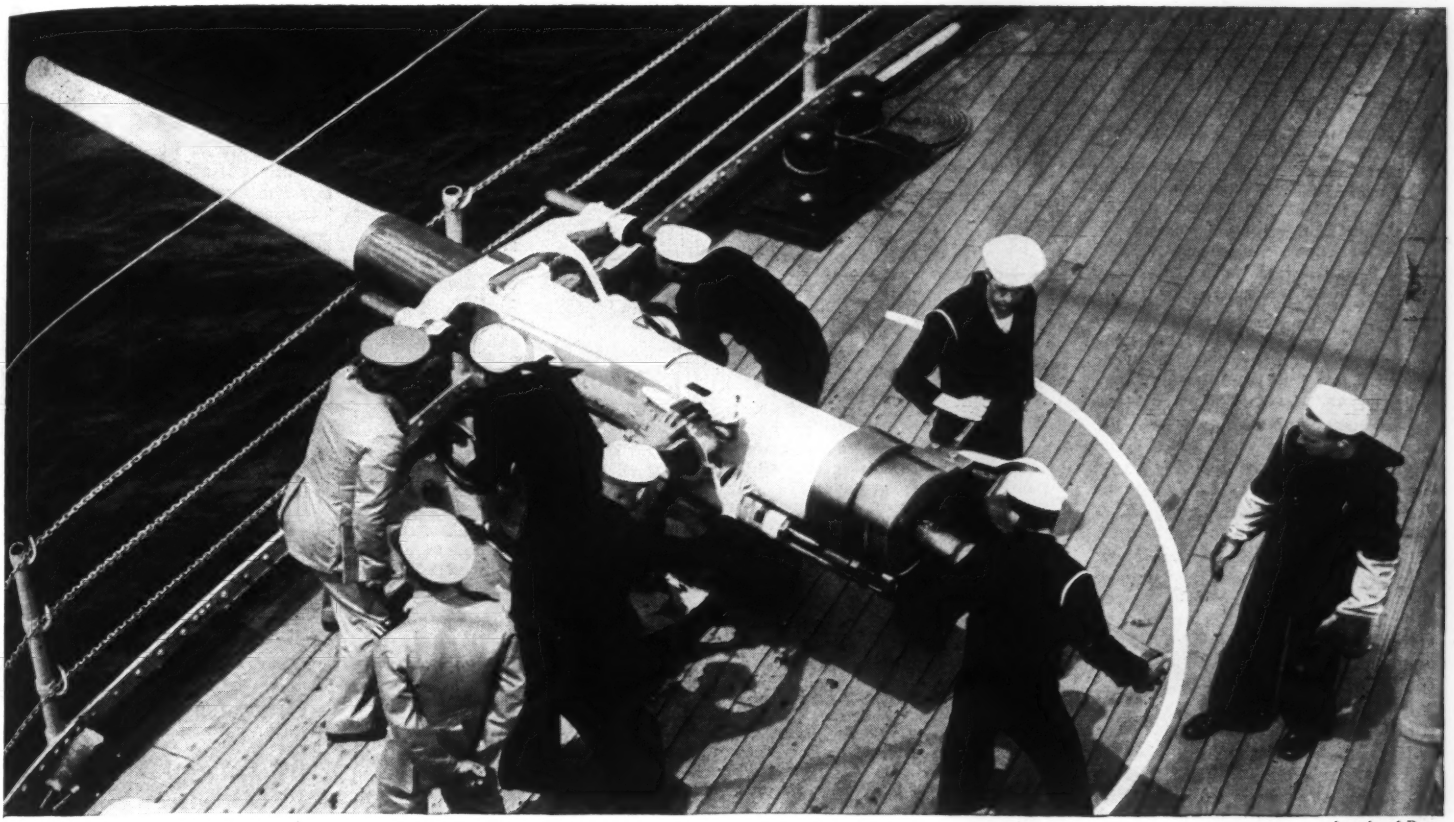
STRIKE of the American Federation of Musicians against WSAY Rochester, N. Y., which had kept the station without network musical program service since July 15, was settled last Thursday and MBS resumed its full service to the station at 6 p.m. on that day.

In announcing the end of the strike, AFM national headquarters in New York reported that WSAY had agreed to hire four staff musicians as demanded by the union. WSAY contract runs until Jan. 17, 1944, expiration date of the contracts of WQAM and WHEC Rochester, at which time new contracts placing all three stations on a comparable basis will be drafted, according to AFM.

Year's Dispute

Dispute between WSAY and the Rochester local of the musicians union started last fall when the station rejected the union demand that it increase its musical staff from one pianist to a staff of five. On July 15, 1943, Mutual discontinued all musical program service to WSAY as the only alternative to losing all MBS musical remote pickups. The case was then turned over to the National War Labor Board for investigation. WSAY in August took the case to court, seeking a temporary injunction restraining the AFM from causing Mutual to stop supplying it with musical programs, a move made, acording to Jacob Ark, WSAY attorney, to save the station from "further financial loss pending settlement of the dispute [BROADCASTING, Aug. 23].

"The injunction was denied in New York Supreme Court in September and the case was scheduled for late fall trial."



Associated Press

This Gun Makes a BOOM Back Home, Too!

THAT'S WHAT'S HAPPENING in the city where this gun was made. Used to be a quiet, predictable place with a known market potential you could count on from year to year. Now it's the focal point in a new boom area. You've got to take its temperature every week and watch the progress charts constantly. What's more, *you* are expected to have your fingertips on every boom area in the whole country. That's where we come in.

When you need progressive Radio Station Representatives, call in Weed and Company. We've got an enviable record, and we are progressive and successful by reason of hard work and "know how"; the business we've gotten and held for our clients is our index. For each of the last ten years, in terms of average annual billing, we've been *42%* more successful than the year previous.

Back the attack with War Bonds and Stamps

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK · BOSTON · CHICAGO · DETROIT · SAN FRANCISCO · HOLLYWOOD

Grade Label Bill To Be Introduced

Rep. Gathings Sees Scheme To Regiment the Nation

A BILL to prevent permanently any extension of grade labeling in the food field is in course of preparation by Rep. E. C. Gathings (D-Ark.), the Congressman told BROADCASTING last week. He is a member of the Agriculture Committee.

Mr. Gathings' views on the subject were given in the *Congressional Record* appendix for Monday, Oct. 18. He scored grade labeling as a scheme designed by leftists and pinks in the Government "to further regiment and control the American people from Washington and place additional thousands of people on the payrolls.

"Of all the things this country needs; it does not need to increase the central government's power over the individual citizen but to return to him his individual freedom and initiative," Mr. Gathings continued.

As It Would Be

He contrasted merchandising as it would be under grade labeling of foods, and as it is under the present system in which brand names are leading criteria of selection. Pointing to the dependence of newspapers, magazines and radio on advertising he said that "if it is mandatory that we have three grades of food at three prices set by the Government, the next step would be to apply dictatorial Government grading to cosmetics, drugs, clothing, motorcars and every other salable item in the land."

That Congress in general is opposed to the grade labeling brand of economic philosophy was shown last spring when it passed the Taft amendment to the OPA act, banning any attempt by that agency to impose grade marking on the label as a wartime price control measure.

Liberty Ships to Honor Newsmen Dead in War

TWELVE radio and press correspondents who lost their lives in the war will be honored by having new Liberty ships named for them, the Maritime Commission announced last week. The correspondents were nominated by the Overseas Press Club of America and their names presented to the naming committee of the Commission.

Those named are: Frank Joseph Cuhel, Mutual; Ralph Barnes and Ben Robertson, *New York Herald Tribune*; Edward H. Crockett, Associated Press; Byron Darnton and Robert P. Post, *New York Times*; Webb Miller and Harry Percy, United Press; Ben H. Miller, *Baltimore Evening Sun*; Jack Singer, International News Service; Melvin Jacoby, *Life* and *Time*; and Carl Phusgaard, Acme News Pictures.

WAMBOLDT IS BLUE SHOW SUPERVISOR

MELVIN P. WAMBOLDT, account executive at Compton Adv., New York, on Nov. 1 becomes commercial program supervisor of the BLUE, a newly-created position.

Mr. Wamboldt

He will assume the duties of C. P. Jaeger, who has been named network sales manager, effective Nov. 1 [BROADCASTING, Oct. 11]. According to Phillips Carlin, BLUE vice-president in charge of programs, Mr. Wamboldt will cooperate with agency producers and clients on the supervision of current commercial shows and work on new programs for commercial sale. Before joining Compton Mr. Wamboldt spent several years in radio production in Chicago.

RARE BLOOD TYPE
Network Appeal for Donor Halts Trip

ANSWERING Walter Winchell's appeal over KXOK St. Louis and the BLUE Network in his Oct. 17 broadcast, Fred C. Beebe, 34-year-old engineer, appeared at KXOK, interrupting a transcontinental journey, to offer himself as a donor to help save the life of a 3-year-old Cleveland boy stricken with leukemia. C. L. (Chet) Thomas of KXOK relayed Beebe's offer of blood to the New York office of the BLUE by teletype.

Beebe, traveling through Illinois en route from Sharon, Pa., to Los Angeles, heard Winchell's appeal to persons who had recovered

KXOK Teletypes Beebe's Offer.

from leukemia, a rare disease characterized by an excess of white corpuscles in the blood. In St. Louis he was sent to the hospital where a test showed he had the right type blood. A chartered plane waited on the Lambert Field runway for a flight to Cleveland if Beebe were needed.

But a telephone call from the boy's mother, Mrs. Isadore Sacks, revealed that a donor had been found nearby, so Beebe resumed his westward journey after arranging with Thomas to contact him by telegraph along the way if he should be needed. Three others telephoned KXOK in response to the broadcast appeal.

Radio Poet

RADIO POET doubling as a radio engineer is the versatile turn of Mrs. Bess O. Beeman, control room operator of WELL Battle Creek. A former poet laureate of Texas and now Texas "poet of radio" by resolution of the Texas legislature, Mrs. Beeman came to Battle Creek to join her husband, Lt. Fred Beeman, stationed at Fort Custer. She is a song writer and has conducted her own radio program and newspaper column over KNOW and KTBC Austin.

Brown Leaves OPA Post; Bowles Probable Chief

PRENTISS M. BROWN, Administrator of the OPA, resigned last week in a letter to President Roosevelt dated Tuesday and accepted by the President on Thursday. His resignation had been expected for some time. Nomination of Chester Bowles, general manager of OPA, to the post of Administrator, is looked for shortly.

Mr. Brown told the President that control is now well defined, and that the main task now is largely "administrative". The two remaining important problems are the question of food subsidies and renewal of price control measures when the present law expires next year.

Yankee Promotes for RKO

PROMOTIONAL broadcasts for the Oct. 25 premiere of RKO's "The Iron Major" are now being carried over WNAC Boston and the Yankee Network. Programs include a transcribed message from Pat O'Brien, who plays Major Frank Cavanaugh, former Boston College and Dartmouth football coach; roundtable conference of coaches, sportswriters and players who knew the major; a dramatic narrative of the rescue of Major Cavanaugh by Joseph Lopez, manager of WEAN Providence, during the Battle of the Argonne. There will also be spot announcements and interviews for the 50-city Yankee Network premiere.

More Ads For War

RADIO, newspaper, magazine and outdoor advertising salesman last week heard plans to promote great space and time for the war effort from John Sterling, publisher of *This Week* and national chairman of the sponsorship division of the War Advertising Council, in a meeting at the University Club, Chicago. It was the first meeting called by the Council's western chairman, Norman Green, western manager of Crowell-Collier Publishing Co.

Murine Test

MURINE Co., Chicago (eye wash), beginning in October and going into November, is sponsoring a special six-week campaign of five transcribed announcements weekly in 15 Southern markets. Later expansion is expected. Agency is BBDO, Chicago.

Pacific Blue Split For Lowell Thomas

KWJJ and KVI Substituted On Standard Oil Series

TO COMPLETE line-up of 13 Pacific outlets in major markets for the five-weekly Lowell Thomas commentary, sponsored by Standard Oil Co. of California starting Nov. 1, BLUE Network, for the first time on the West Coast, is substituting two non-affiliated stations in the list.

With KEX Portland and KJR Seattle unable to accept the business because of previous local commitments, BLUE took the initiative by placing that program on KWJJ in the former city.

Unable to get clearance in Seattle, BLUE made a deal with KVI Tacoma for release of the series in that area. Thomas will be heard Monday through Friday, 9:30-9:45 p.m. (PWT). Contract, placed through BBDO, San Francisco, is for 52 weeks. Besides KWJJ and KVI, station list includes KECA KFMB KTMS KTKC KFBK KWG KERN KGO KGA KPQ KOH.

Sunoco Reported Moving Lowell Thomas to NBC

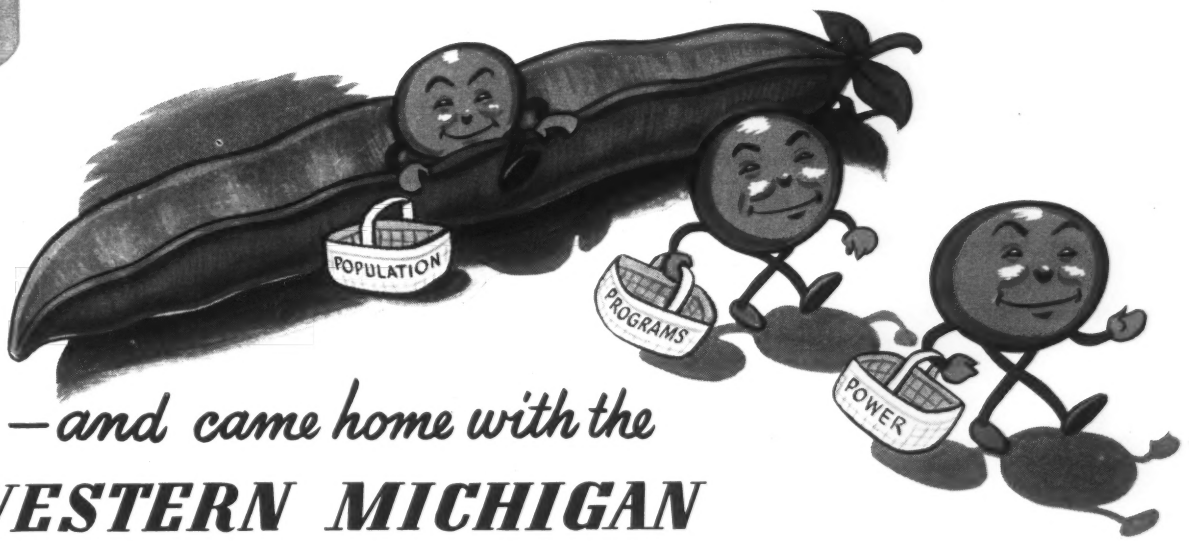
SOME TIME before the first of next year Sun Oil Co., Philadelphia, will move Lowell Thomas from the BLUE to NBC, it was reported last week, although not officially confirmed by either network. Thomas is now on five times weekly 6:45-7 p.m. on a group of stations which are mostly NBC affiliates, a contract carry-over from the days when the BLUE was part of NBC. Agency is Roche, Williams & Cunnyngham, Philadelphia. The shift will not affect the recent contract for Thomas to go on BLUE Pacific stations Nov. 1 under sponsorship of Standard Oil of California.

Ben Bernie

BEN BERNIE, "the old maestro", died at his home in Beverly Hills, Oct. 20, following a long illness from a lung infection with cardiac complications. Last heard on the air Jan. 15, 1943, on his CBS program for Wm. Wrigley Jr. Co., Chicago, Bernie had been ill since February of this year, although against doctor's orders, he played several engagements in war plants this spring, as a result of which he suffered a severe relapse. A native of New Jersey, Bernie studied in New York to become a concert violinist, later touring this country for the late Marcus Loew's vaudeville circuit. He teamed with Phil Baker, well known today as a radio m.c., and entered radio in the early 20's, after Baker joined the Navy. Bernie organized his band at that time, the orchestra becoming famous as "Ben Bernie and All the Lads." His first sponsor was Pabst Sales Co., Chicago. Others were American Can, U. S. Rubber, American Tobacco, Emerson Drug.

XUM

3 Little P's went to Market-



—and came home with the WESTERN MICHIGAN AUDIENCE

It takes all *three* P's to make a radio market: POPULATION — PROGRAMS — POWER. In Michigan's second market, there's only one station with ALL 3 — WOOD Grand Rapids.

POPULATION

Grand Rapids is the HUB of Population in Western Michigan. WOOD broadcasts from the very *center* of this high-wage territory of over a million listeners.

PROGRAMS

WOOD is the only NBC outlet in Western Michigan. It delivers a Parade of Stars, the best entertainment in radio. No wonder Grand Rapids listeners prefer WOOD 14 to 1 over *any* other 5000 watt station in the state.

POWER

WOOD is the *only* high-powered station transmitting from Grand Rapids. Its 5000 watts give it the power to deliver these top programs to this thickly populated area.

Only WOOD can deliver the unbeatable combination of POPULATION, PROGRAMS and POWER in Michigan's second market. That's why 68 smart National Advertisers are currently using WOOD to sell 108 quality products in Western Michigan.

GRAND RAPIDS - NBC 5000 watts

Outstate Michigan's Greatest Station

PAUL H. RAYMER CO.
National Sales Representatives

Sponsorable Bond Messages Issued by OWI Nov. 8-Dec. 24

Sale by Local Stations Approved For First Time; Packet Includes Food, WAVE, Travel Spots

"THE PRESENT With a Future," War Bonds, continues to be the "product" receiving the most time on OWI Domestic Radio Bureau allocations for the week of Nov. 15, and word has now been received from the Treasury and from OWI that the announcements in this campaign are available for sponsorship. Thus for the first time, OWI bond messages have been officially designated for sponsorship.

This news was not released until last week and was therefore not included in BROADCASTING'S OWI Packet for the week of Nov. 8, when the campaign begins. OWI has stated that the reason for decision to permit sponsorship is the heavy retail promotion being given the "Present With a Future" campaign.

It is understood that all bond announcements on the Station Allocation Plan, beginning Nov. 8, and running through Dec. 24, will be 55 seconds and may be sold to local sponsors.

Retail Tie-Up

As pointed out in BROADCASTING last week, the Bonds for Christmas drive has been planned to relieve the inflationary pressure of a Christmas buying stampede. This year, with buying power at a high level, and limited supplies of merchandise, government is concerned as to what may happen if everyone tries to buy all he can afford. Extensive plans are therefore being made to substitute bonds for gifts of merchandise, and retailers, especially department stores, are planning to tie up with the drive in their advertising and merchandising activities. Availability of the bond announcements for sponsorship will give stations a timely point of contact with these retailers in view of the campaign which radio is now waging to secure a greater share of the retail advertising dollar.

Like the schedule for the week of Nov. 8, that for Nov. 15-21 has Food for Freedom in second place among the war message campaigns, with announcements on the Network Plan and (transcribed) for the OI group of stations. KW stations will get transcribed announcements in behalf of the Stick to Your War Job drive. It is pointed out that the undesirable turnover among war plant workers is continuing to hurt war production.

WAVES Wanted

A new campaign on the list is one for WAVE recruits, scheduled on the Network Plan, on independent stations, and (live) on the National Spot Plan. Thousands of new WAVES are needed.

Anticipating football and Thanksgiving Day travel rushes is a schedule of transcribed announcements on the National Spot Plan. This phase of the over-all Don't Travel drive will get radio emphasis through the Christmas and New Year holidays. Aim is a drastic reduction in non-essential travel so that every soldier, sailor, production engineer and executive will be able to secure accommodations.

On the Special Assignment Plan, not shown in the table, a Waste Paper Salvage campaign was added to other war messages for the weeks of Oct. 18, Oct. 25 and Nov. 1. This emergency action is aimed at the dangerously tight paper supply situation, insofar as it can be relieved by utilization of waste paper. Special Assignment campaigns for the week of Nov. 15 are Stick to Your War Job and Hold Prices Down.

New Ethyl Program

ETHYL Corp., New York, is sponsoring WCCO *Farm Journal of the Air* on that Minneapolis station as part of a spot campaign in the Midwest and East. Agency is BBDO, New York.

OWI PACKET, WEEK NOV. 15

Check the list below to find the war message announcements you will broadcast during the week beginning Nov. 15. Sell the spots officially designated for sponsorship. Plan schedules for best timing of these important war messages. Tell your clients what spots are available for inclusion in their programs. Each "X" stands for three one-minute announcements per day, or 21 per week.

WAR MESSAGE	NET-WORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
Food Fights For Freedom	X			X	X		
Bonds For Christmas Gifts *	X	X	X	X	X		
Stick to Your War Job		X	X				
WAVE Recruiting	X		X		X	X	
Don't Travel							X

See OWI Schedule of War Messages No. 82 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

* War Bond Station Announcements on KW and OI will be 55 seconds in length and will be available for sponsorship because of the heavy retail promotion being given the "Present with a Future" campaign.

GAL WITH GLAMOUR is Eileen Seebode, WITH Baltimore's sloe-eyed receptionist. They say the agency men bring in their copy personally now. For the statistically inclined; Age 19, height 5'3", weight 119, single, writes poetry, phone number a civilian secret.

Two Region Consultants Are Appointed by OWI

JOHN D. HYMES, chief of the station relations division of the OWI Domestic Radio Bureau, last week announced the appointment of Arthur J. Mosby of KGVO Missoula and Mrs. George Phillips of KIDO Boise as regional consultants for Montana and Idaho respectively.

Mr. Hymes also reported the establishment of a voluntary control center in Portland, Ore., with a committee of three station representatives to act on all OWI problems and to clear programs with the regional station relations office in San Francisco. The committee consists of Arden X. Pangborn of KGW-KEX, H. Q. Cox of KGW-KEX, and H. M. Swartwood Jr. of KOIN-KALE.

Charles J. Lanphier, manager of WEMP Milwaukee, regional consultant for Wisconsin, met with all war program managers of Wisconsin stations at a luncheon in Milwaukee Oct. 24.

Standard Renews

STANDARD OIL Co. of California has renewed its twin NBC Pacific Coast programs, *Standard Hour* and *Standard School Broadcast* on KPO for 52 and 27 weeks, respectively. Agencies are BBDO, and Osborn Inc., New York. Ray Baker of NBC, and C. H. Ferguson, of BBDO, San Francisco, handle the account. The "Standard Hour," now in its 18th year, alternates each Sunday, 8:30 - 9:30 p. m. (PWT), from San Francisco and Hollywood, featuring the San Francisco Symphony and Los Angeles Philharmonic orchestras. Programs are heard on KPO KFI KMJ KGW KOMO KHQ KMED, with KIDO KSEI and KTFI added for the Thursday morning *Standard School Broadcast*, which is starting its 16th year.

SAG and AGVA Reps Sit In Artists Merger Group

REPRESENTATIVES of the Screen Actors Guild and American Guild of Variety Artists sat in last Wednesday on the weekly conference of committees of American Federation of Radio Artists, Actors Equity Assn., Chorus Equity Assn. and American Guild of Musical Artists on plans for a merger of the performer's organizations in a single union. SAG and AGVA representatives were present as observers only, but both organizations have been invited to participate in the merger discussions.

Meetings are held each Wednesday morning at Equity's New York headquarters. Some progress has been reported, but the magnitude of the task of setting up a single organization and financial structure that will operate to the advantage of the majority of members of all branches is such that its completion is not expected for many months.

WOR Weather Sponsors

SECOND advertiser to sponsor weather reports on WOR New York, since the lifting of the war-time ban on such broadcasts, was announced last week as Roger & Gallet, New York, maker of lip pomade and toilet articles. Since Oct. 18 the company has been presenting weather reports six times weekly at 6:45 a.m. Agency is Moser & Cotins, New York. Also presenting station break weathercasts on a twice daily basis on WOR is Breyer Ice Cream Co., which resumed a 52-week contract signed before the war and canceled when the censorship rules went into effect [BROADCASTING, Oct. 18]. Breyer agency is McKee & Albright, Philadelphia.

Back for Camels

R. J. REYNOLDS TOBACCO Co., Winston-Salem (Camel cigarettes), after a lapse of eight months due to illness of Lou Costello, on Nov. 4 resumes the *Abbott & Costello Show* on approximately 128 NBC stations, Thursday, 10-10:30 p.m. (PWT). Besides two starring comedians, half-hour series will continue to include Connie Haines, vocalist, Elvia Allman and Billy Gray, in comedy characterizations. Mel Blanc has been signed to portray Leon Schlesinger cartoon character, Bugs Bunny. Freddie Rich resumes as musical director, with Ken Niles announcer. Writers are Leon Solomon, Alan Woods and Don Prindle. Martin Gosch is Hollywood producer of William Esty & Co.

Victory Loan Day

TORONTO had a radio Victory Loan Day Oct. 23 when the four Toronto stations (CFRB CKCL CBL CBY) pooled resources to promote the sale of Fifth Victory Loan war bonds in an industry day. Programs started early in the morning and continued throughout the day and evening with special events and shows. In charge of the arrangements was Al Leary, CKCL, with Lloyd Moore, CFRB, and Dick Claringhull, CBL-CBY, on the main committee.

How to write a history of World War II

IF . . .

in that golden future when peace has firmly settled upon the world, you are moved to sit down and write a history of America's participation in this war . . .

You will find all the phases and facets of that participation recorded for you and awaiting your selection.

You will find that a week-to-week and month-to-month account of all the happenings of both the fighting and the home front has been faithfully kept.

You will find first-hand reports not only of the clash of battle, but of war's impact on the social, economic, religious, political, and home life of the nation.

You will find healthy democratic discussion of postwar aims and the kind of world we want to fashion and live in.

You will find the war refought, the war days relived, the postwar world being born, in the magazines that are being published today in wartime America.

When news becomes history

One of America's great strengths in this war is our network of mass communication, or public information. The three chief media of this network are newspapers, magazines, and radio. The radio and newspapers give an hour-by-hour and day-by-day account of events important enough to be called news.

The magazines have time to apply perspective to those events, to weave them into the pattern of what went before and what followed; and it is this application of *perspective* that turns *news* into *history*.

In the pages of America's magazines you can view the exciting march of the war's history. On the broad canvas of these pages, in addition to an interpretation of the news, you will find fiction equally authentic in portraying the emotional and spiritual tug of the war upon the people.

You'll see the kind of humor that came out of the war, the movies people go to in wartime, the styles they wear, the substitutes that have come into their lives because of war-born shortages and diversion of goods.

In these ways, the magazines *record* the history of this war. They also help *make* that history. They help people think things over and thus help build civilian morale, help create public opinion, help guide public action.

Because of their national character and distribution, they are an important force for unity, carrying the same thoughts, information, and appeals for action into every town, city, and crossroads of America.

Since we got into the war, the magazines have published some 3000 articles on war information. About 50% of today's content of all magazines is given over to the war.

An additional contribution

In addition to this service which magazines have rendered in their editorial pages and in addition to the patriotic advertising messages business firms have paid for and run, the magazines themselves have donated advertising space.

Each month a long list of leading magazines print, in advertising space which they donate, some vital and timely message the Government of the United States deems important to put before the people.

The advertising agencies of the country voluntarily contribute their services in the preparation of these messages.

So far there have been campaigns on war bonds, the nature of the enemy, and inflation. *Right now, 481 pages explaining to the people the dangers of inflation, are running every month, reaching 91,000,000 people.*

In no other country in the world have the magazines done as big a job in wartime. In no other country have they recorded for so much of the population the history of this war.

Like their brother media the newspapers and the radio, they have been both a credit to, and a justification of, the good democratic principle of Freedom of the Press.

YOUNG & RUBICAM, INC. *Advertising*

New York • Chicago • Detroit • San Francisco • Hollywood • Montreal • Toronto

▶ This is the second of a series of three advertisements which discuss the wartime services and the wartime importance of America's three great media of public information—newspapers, magazines, and radio. It has appeared in the **New York Times** on October 4, the **New York Herald Tribune** on October 6, the **Chicago Daily News** on October 6, and it is also appearing in **Newsweek, Fortune,** and an appropriate group of trade papers.

I've been sort of taking New York for granted

The other day I had lunch with some of the boys from the media department of our agency and a few time and space salesmen. You know, one of those easy-going affairs where guys chew the rag and toss in a little of the kind of gossip that usually doesn't cross a desktop.

"Hello, there," I said, as I parked myself next to George Schmidt, a WOR account executive. "How're things?"

"Can't complain, Charlie," he answered. "Be better though if we were getting some of that Unita business that you're placing out of town."

"Hold it, boy!" I cautioned with a laugh. "Let's keep the sell for after lunch."

George just grinned and turned to his filet of sole.

"Oysters," I told the waiter. "And the same thing as my friend has, filet of sole."

We were dabbling with the dessert when Schmidt turned to me and said, "Charlie, I think you've been sort of taking the New York market for granted."

"Well, I can't say that I've been giving it a heck of a lot of thought. Ever since the heavy

XUM

spot placing started on Unita I've been thinking mostly about the cities where things are *really* happening — Cleveland, Detroit, places like those."

"Listen, Charlie, things are happening in New York, too. And pretty important things. For instance, do you know that *200,000 people have moved into the New York area during the past year?* Also, the people in the New York area have approximately *$2,000,000,000 more to spend today than they had in 1941?* "

I thought for a moment. Then said, "No, George, I hadn't known that."

"Sometimes it gets my goat," George continued, "when I see the way you fellows are running after the war industry cities and forgetting that New York today is the greatest and most normally progressive and prosperous market in America. Why even *food sales alone amounted to $1,006,410,000 in New York in 1942*. A greater amount of food than was sold in any major American city. In fact, 300% greater than that sold in Chicago, the next highest ranking city. And *New York stands first in the country in eating and drinking sales; wearing apparel and drugs.*"

I pretended to take the whole thing rather casually, and merely said, "Put some of that stuff down on paper for me, will you, George?"

I didn't tell Schmidt, but he *was* right. I had been sort of taking New York for granted.

our address is **WOR**

that power-full station
at 1440 Broadway, in New York

NOTE: In war or out of it, stable, increasingly prosperous New York is a *natural* radio market. Concentrated within its colorful metropolis and attractive, densely-populated suburbs are 3,782,500 radios. Any advertiser whose problem is getting more sales today, or protecting his brand in a competitive post-war market, should seriously consider the pleasantly quick way that power-full WOR can do *more* for *less* in New York. We can prove this statement very interestingly with sponsor-approved, wartime success stories. Ask to see them.

XUM

Mundt Warns Against Federal Control

Says Congress Must Act Quickly to Retain Private Radio

WARNING that private ownership of radio is "not a guaranteed certainty", Rep. Karl E. Mundt (R-S.D.) last Monday called for quick action by Congress to set up safeguards against complete Government control of radio in light of the May 10 Supreme Court decision which vests in the FCC authority to control air traffic.

In a 45-minute speech under the title, "Needed: A Code of Radio Good Behavior", Congressman Mundt declared that "private ownership and operation of radio in this country is not a guaranteed certainty for even the next four years—to say nothing of the permanent future". Immediate Congressional action is mandatory, he asserted, "to be sure that private excesses of radio are not replaced by governmental censorship of non-military broadcasts".

Only a Few

The "private excesses" referred to by Mr. Mundt include a handful of commentators who, he said, are not performing in the public interests but are furthering propaganda and philosophies of certain sponsors.

"Radio networks which permit speakers and commentators on either sustaining programs or commercial broadcasts habitually to belabor Congress or the executive departments, or to attack individuals, groups, or points of view are flagrant violators of their public responsibilities as the licensed operators of a semipublic monopoly," said Rep. Mundt. "Continued flaunting of this responsibility is certain to result in legislative curtailments of private radio or in similar action by the FCC. CBS has taken the lead in attempting to avert this result by imposing a voluntary code of fair play and good manners upon itself."

Congressman Mundt paid tribute to CBS for its recent policy governing commentators [BROADCASTING, Oct. 4]. "It is hoped other networks will do likewise," he said with reference to the CBS code, "as I, for one, would deplore seeing private radio replaced by Government radio in this country."

Step on the Way

"CBS may not have found the perfect solution to a vexing problem, but it has made candid recognition of the problem and has taken courageous action to do something about it," he said. "In my opinion the decision of CBS to prevent the use of a semipublic monopoly such as radio by private individuals or commercial sponsors for propaganda or political purposes will do more to preserve private ownership and operation than anything which has happened since the advent of broadcasting."

Rep. Mundt made it plain, however, that the "serious offenders" of good taste "probably do not number more than five or six". But he pointed out that a mere handful can "ruin radio for the host of able and conscientious commentators".

"It should not be forgotten," he asserted, "that one persistent offender in the radio field may well break down the dike which is now holding back the flood waters of Government-operated radio."

Mr. Mundt referred to speeches he made in the House May 30 and June 18, 1940, in which he urged that radio clean up a few of its broadcasts. At that time he warned Congress against eventual Government-control of radio if broadcasters, themselves, failed to take steps to curb the few who saw fit to expound personal views on the air, under the guise of news.

Quotes 'Broadcasting'

He read into the *Congressional Record* a copy of a letter addressed by Paul W. Kesten, CBS vice-president and general manager, to Walter Winchell in which the network executive took exception to Winchell's open criticism of the CBS news policy. He stressed the fact that CBS does present opinion, but "as opinion and not news".

Rep. Mundt also quoted extensively from an article on "Free Speech, the Right to be Heard" by Ed. Craney, general manager of the Z-Bar Network of Montana, which appeared in the Oct. 18 issue of BROADCASTING. The Congressman recommended to members of Congress that they read the complete article.

At great length he dwelt upon the Frankfurter majority opinion in the now-famous May 10 decision. He referred several times to the phrase: "It puts upon the Commission the burden of determining the composition of that traffic."

Fearful of FCC

"I am not at all pleased or satisfied with some of the implications of that decision," said Congressman Mundt. "I am not happy over the prospect of having the Federal Communications Commission or any other body 'regulate the composition of traffic' over the air waves of America without some definite standards being set up in advance which circumscribe and direct those regulating powers.

"A broad application of the 'regulation of the composition of traffic' on the air waves could mean outright Government censorship. Its very existence as a right of the Commission operates as a silent threat of censorship to automatically tend to color and bias radio reporting.

"Now that the Supreme Court has decreed that this right exists, Congress should act promptly to define it clearly, and to limit it definitely so as to bar all possibility of censorship either direct or indirect.

"We must not have a radio traffic cop, whether it be an individual or a commission, with power to exercise personal discretion with regard to what is considered proper traffic on the air waves," Mr. Mundt declared.

"Regulations can and should be established which are clear to all, which operate equally in the interests of all, which will remove radio from all fear of governmental crack-downs, and which will conform with the principle that in this Government of laws and not of men the only rightful traffic cop of the air must be a code of prescribed behavior compiled in written form and free from any perversions by power-loving men, be they radio commentators, radio-management officials, members of the Federal Communications Commission, or members of the executive or legislative branches of our Government.

"Only thus," he concluded, "can we realistically enjoy genuine freedom of expression for all alike over the radio networks of this country."

PREPARING TO SIGN for a new five-minute series on WJZ New York, titled *Letter to Your Serviceman*, for John David Inc. (clothing chain), is George Goldie (seated), vice president and general manager of the retail concern. Handing him a pen is John McNeil, manager of WJZ and watching are (l to r): Leonard Gussow, president of Gussow-Kahn, agency handling the account; Leonard Heuslein, advertising manager of John David; and Bert Bacharach, featured on the program.

Miles Sunday News

MILES LABS., Elkhart, Ind. (Alka-Seltzer and One-A-Day vitamin tablets), on Nov. 7 will start sponsorship on 80 NBC stations of a Sunday edition of *News of the World* from 11:15-11:30 p.m. Similar to other *News of the World* programs sponsored Mondays through Fridays 7:15-7:30 p.m., the new series will pick up commentaries at home and abroad. Contract is for 20 weeks. Agency is Wade Adv. Co., Chicago. The program also is sponsored by F. W. Fitch Co., Des Moines (Dandruff Remover Shampoo and No-Brush Shaving Cream), heard Tuesdays and Thursdays at 7:15 p.m. on an NBC hookup. Agency for Fitch is L. W. Ramsey Co., Chicago.

Hackler A-P Head in N. Y.

VICTOR HACKLER, general financial editor in New York for Associated Press, has been named chief of the New York bureau, according to Kent Cooper, AP executive editor. Mr. Hackler, who will continue to supervise financial news, has been with AP since 1927 in Omaha, Milwaukee, Duluth, Chicago and New York. He was AP news editor in Chicago in 1937 and is executive assistant to Mr. Cooper in charge of personnel. In his new position he succeeds Glenn Ramsey, who has been transferred to Press Assn., radio news subsidiary.

Kay Scheduling

KAY PREPARATIONS, New York, has signed a contract with WORL Boston, for a series of six live announcements weekly on behalf of Formula 301 and Kay Colloidal Sulphur Soap. Firm is already on WAAT Jersey City and is lining up additional schedules. Agency is Erland Adv., New York.

Soldiers of the microphone!

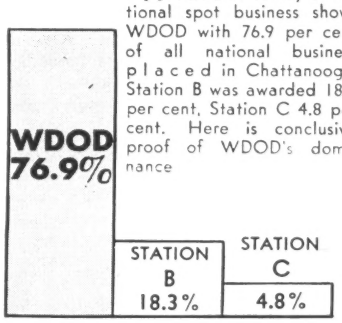
A LARGE proportion of Radio Station WDOD's daily schedule is devoted to programs helpful to the war effort.

NATIONAL ENEMY NUMBER ONE is a weekly half-hour program locally produced and dedicated to combat absenteeism—THE VICTORY PAMPHLET is a quarter-hour daily program locally produced dealing with facts about rationing, conservation, etc. These are but two of the many programs WDOD's production staff is constantly formulating toward helping win the war.

After all, people in the Chattanooga area look to WDOD for leadership in the presentation of this material.

Attention, TIME BUYERS

A RECENT survey of national spot business shows WDOD with 76.9 per cent of all national business placed in Chattanooga. Station B was awarded 18.3 per cent, Station C 4.8 per cent. Here is conclusive proof of WDOD's dominance



A "HOOPER" WITH "OOMPH"!

Hooper figures for Chattanooga show WDOD far out in front morning, afternoon and night.

WDOD

CBS FOR CHATTANOOGA, TENN.

5,000 WATTS DAY AND NIGHT

NATIONAL REPRESENTATIVES
PAUL H. RAYMER CO.

OWI Explains Its Advertising Policy and Commercial Tie-ups

Government Time Buying Considered Impractical; Prefers Stations Sell Spots to Sponsors

CLARIFICATION of OWI policy on Government purchase of advertising and commercial sponsorship of war messages was contained in a memorandum sent out last week by OWI regional station relation chiefs to war program managers of stations. Purpose of the memo, John D. Hymes, chief of the station relations division of the Radio Bureau, explained, is to answer numerous inquiries submitted by stations.

To the question: "Why doesn't OWI purchase paid advertising for general war information subjects?", the memorandum states that the complete coverage now available on a voluntary basis in radio, press and other media would cost several million dollars, an amount which would impose "a further serious burden on every taxpayer in the country".

Selection Problem

Operation of such a large fund, it is set forth, would entail "immense difficulties" in determination of media to be used. The present method of utilizing voluntary contributions of all media, it is stated, is "both practical and successful".

Furthermore, the memorandum asserts, Government purchase of radio time "would be considered by many as a subsidy and would tend to destroy freedom of the press, magazines, radio and other media".

In reply to the question: "Why don't other Government agencies purchase radio time as well as newspaper space?" it is pointed out that OWI has no control over the policies of other agencies. However, it was explained, when OWI took up the matter with other agencies their answer was that their established policies do not permit purchase of radio time "though for some unexplained reason advertising in other media is permissible". OWI stated it has "suggested" that such policies be changed and will continue to suggest action on such inequalities.

The memorandum asserts that OWI is now attempting to work out with NAB and Government officials a plan to permit stations to sell all OWI live and transcribed announcements. The Radio Bureau, it asserts, does not have authority to grant *general* sponsorship of these announcements but from time to time permits certain messages to be sponsored, depending on the commercial aspects of the campaign.

Stations are reminded that it is permissible to include OWI live or transcribed spots in commercial programs. This treatment, the memorandum asserts, "bears our wholehearted approval and recommendation". Program managers are advised to utilize OWI spots in this way wherever possible and it is suggested that they ask sponsors or their agencies to contribute time to this end. OWI offers its cooperation in furthering the use of spots in this way.

Sponsorship Policy

Another question submitted by stations is: "Does OWI take into consideration the commercial aspects of Government campaigns it may include in the OWI packets?" The memorandum replies: "Yes, definitely. The people who make up the Domestic Radio Bureau in Washington and in the Regional Offices are radio people who have had experience in the business and understand the policies of radio generally."

Material which stations are asked to air on a sustaining basis is made as non-commercial as possible, regardless of the nature of the campaign, it is asserted.

"OWI often gives stations permission to sell the programs or announcements concerned. In wartime, many of the things which must be brought to the public's attention most forcefully to avert acute home-front stoppages, breakdowns and shortages, have an indirect commercial angle and yet are tied in with the overall war effort very closely. When a Government agency has such a problem affecting millions of people and comes to OWI for help, it is our job to get the job done as quickly as possible and in the most effective way. In these critical times, when every minute counts, we do not always have the time (nor do we believe radio would want us to do so) to delay, postpone or cancel our efforts to achieve a specific objective in the country's behalf, because some commercialism might unavoidably be connected with the campaign involved."

Radio's Performance

Saluting radio for a "splendid performance", the memorandum asserts that the industry "has done, and is doing, a marvelous job toward Victory in aiding OWI in its efforts for the Government". Figures cited from a recent OWI survey show that over 150 network programs, under the Network Allocation Plan, carry war messages every week, providing more than 400,000,000 listener impressions.

Under the National Spot Allocation Plan, it was shown, 200 programs sponsored by 130 advertisers broadcast messages which provide another 15,000,000 listener impressions weekly. Through the Station Announcement Plan, 891 stations broadcast over 8,000 messages a day, more than 50 programs turning over complete shows to war themes.

Citing the effectiveness of specific radio campaigns, the OWI pointed to results achieved in its two weeks glider pilot training drive which filled every glider school in the country, its nurse recruiting campaign which helped obtain 23,972 enlistments, and its assistance in adding 30,000,000 people to the War Bond payroll deduction plan.

"This splendid, unselfish, patriotic contribution of time, work and effort is a shining example of the kind of spirit which is represented in the American system of broadcasting," the memorandum concluded.

THE DEPARTMENT STORE as a vital supplier of necessities for the home front will be the subject of commercials on *The Knowing Heart*, daytime serial on WSAI Cincinnati, which the team of Dorothea and Van Woodward are writing for John Shillito Co. of Cincinnati. Mr. Woodward has been continuity editor and assistant to the program director on WLW-WSAI. Drama will be on the air Monday through Friday at 11.15 a.m. It's the story of a girl and her family in wartime, and of the adjustments she makes to problems she meets in everyday living.

AIR TIME TO U. S. 300 MILLION YEARLY

ADVERTISING time and space being contributed to Government programs is running at a rate of 300 million dollars a year, Palmer Hoyt, OWI Domestic Director, told the Cleveland Advertising Club last week.

Fortified by coordinated information programs organized by OWI, advertising has rallied public support for more than 40 campaigns, including recruiting military and civilian manpower and womanpower, the National War Fund, and the difficult job of fighting inflation, Mr. Hoyt asserted.

He cited the 15 billion dollar Third War Loan drive and willingness of the public to do even more than is necessary.

Mr. Hoyt asked the continued support of advertising in coming campaigns, particularly the "Food Fights for Freedom" program, to keep the public informed. "We need this advertising support", he said. "Public cooperation in these civilian war programs must be enlisted and that is a task for private enterprise and individual and community leadership. The public looks to the leadership of the industrial community. It can find that leadership in the advertising —the war advertising—of our leading companies."

Durkee to Glidden

DURKEE FAMOUS FOODS Inc., Elmhurst, N. Y., a division of Glidden Co., Cleveland has named Duane Jones Co. New York for Soya Bits and Soyarich Flour, new products. Spot radio test campaign starts in November.

WAR CAMPAIGN PROGRAMS SOLD

KSD Finds Sponsors for Spots and Quarter-Hour Programs Featuring Staff Orchestra

BROADCASTERS can sell special war campaign programs, KSD St. Louis proved during the Third War Loan Drive. Sixty-nine special War Bond shows and spot announcements on KSD were sold to 43 sponsors during the three weeks of the drive. Thirty-eight sponsors bought 53 15-minute programs and 16 spots were sold to five sponsors.

Sales campaign in behalf of the bond shows also brought KSD additional revenue, although the station gave sponsors minimum rates and built the programs without additional charges. Other stations in St. Louis area were informed of the KSD plan so they could take advantage of the promotion idea.

The 15-minute shows were designed featuring the KSD staff orchestra, introduced as the "Victory War Bond Band", and each to be sold to only one sponsor. Each show included a "Buy Bonds" transcription from the Treasury Dept. with other Bond appeals contained in the script continuity. Sponsors ranged from steel plants and aircraft companies to wholesale bakeries and soft drink companies. Consumer firms which had switched to the manufacture of little known but vital war products described their work while others told what their employes were doing to "back the attack".

About two years ago KSD had outlined its conception of sponsored radio war-service shows to the NAB and to officials in Washington. The argument was that sponsors would welcome an opportunity to buy special patriotic programs for goodwill advertising and such public service shows would pay their own way and be in addition to free time given by the stations.

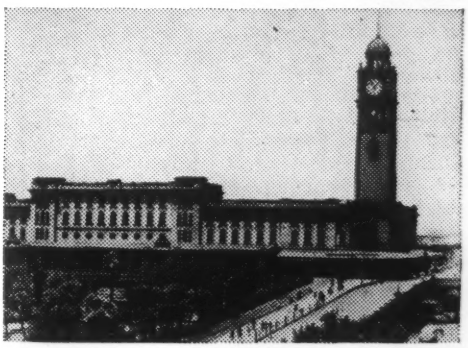
GM Buys Plant

GENERAL MILLS, Minneapolis, has purchased the American Crystal Sugar Co. plant in Belmond, Iowa, for conversion into a soy bean processing plant. James F. Bell, chairman of the board of G-M, stated that wartime necessity for added soy bean production to meet protein and oil shortages prompted the action.

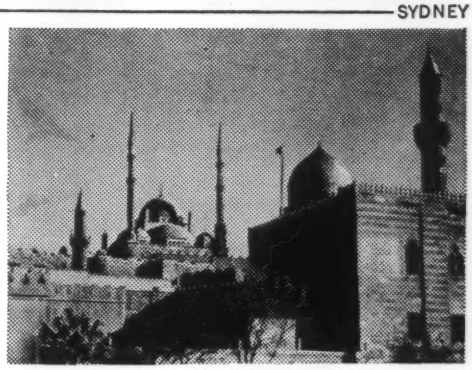
1 *plus* 1 *plus* 850...

LONDON

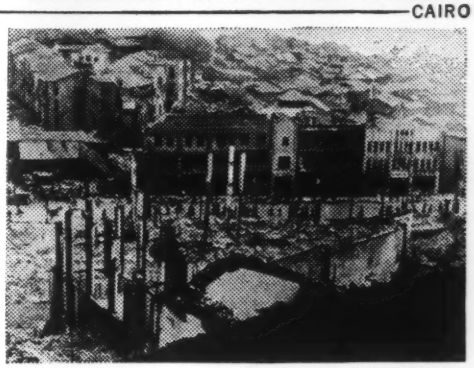
MOSCOW



SYDNEY



CAIRO



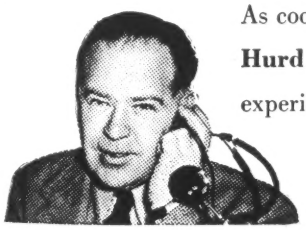
CHUNGKING

A great newspaper, a great network, and a great news staff are now collaborating on a new kind of news program. *The Christian Science Monitor*, The Mutual Broadcasting System, and the *Monitor's* 850 ace newsmen all over the globe present **"News from Everywhere"** at 6:30 p.m. EWT, Monday through Friday.

The integrity and scope of the *Monitor's* news coverage are familiar to everybody from students of journalism to judges of journalism. In bringing this newspaper's world coverage to the nation's radio audience, Mutual and the *Monitor* mark a significant milestone in the progress of news dissemination.

This program brings live reports direct from the world's news centers at an hour when over 80% of all U.S. radio families are within arm's reach of a radio, eager for first-hand news of a world at war —the first overseas roundup each evening on any network.

* * *



As coordinator of "News from Everywhere," **Volney Hurd** has the distinctive advantage of 20 years' experience in both writing and broadcasting news. *Variety* credits him with "a good voice, firm delivery, and well-seasoned understanding of the events reported by *Monitor* staffers."

* * *

"News from Everywhere" is available for commercial sponsorship, subject to the established restrictions of *The Christian Science Monitor* and the Mutual Network. For further details, consult . . .

THE MUTUAL BROADCASTING SYSTEM

1440 BROADWAY, NEW YORK TRIBUNE TOWER, CHICAGO

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Stations are reminded that it is permissible to include OWI live or transcribed spots in commercial programs. This treatment, the memorandum asserts, "bears our wholehearted approval and recommendation". Program managers are advised to utilize OWI spots in this way wherever possible and it is suggested that they ask sponsors or their agencies to contribute time to this end. OWI offers its cooperation in furthering the use of spots in this way.

Sponsorship Policy

Another question submitted by stations is: "Does OWI take into consideration the commercial aspects of Government campaigns it may include in the OWI packets?" The memorandum replies: "Yes, definitely. The people who make up the Domestic Radio Bureau in Washington and in the Regional Offices are radio people who have had experience in the business and understand the policies of radio generally."

Material which stations are asked to air on a sustaining basis is made as non-commercial as possible, regardless of the nature of the campaign, it is asserted.

"OWI often gives stations permission to sell the programs or announcements concerned. In wartime, many of the things which must be brought to the public's attention most forcefully to avert acute home-front stoppages, breakdowns and shortages, have an indirect commercial angle and yet are tied in with the overall war effort very closely. When a Government agency has such a problem affecting millions of people and comes to OWI for help, it is our job to get the job done as quickly as possible and in the most effective way. In these critical times, when every minute counts, we do not always have the time (nor do we believe radio would want us to do so) to delay, postpone or cancel our efforts to achieve a specific objective in the country's behalf, because some commercialism might unavoidably be connected with the campaign involved."

Radio's Performance

Saluting radio for a "splendid performance", the memorandum asserts that the industry "has done, and is doing, a marvelous job toward Victory in aiding OWI in its efforts for the Government". Figures cited from a recent OWI survey show that over 150 network programs, under the Network Allocation Plan, carry war messages every week, providing more than 400,000,000 listener impressions.

Under the National Spot Allocation Plan, it was shown, 200 programs sponsored by 130 advertisers broadcast messages which provide another 15,000,000 listener impressions weekly. Through the Station Announcement Plan, 891 stations broadcast over 8,000 messages a day, more than 50 programs turning over complete shows to war themes.

Citing the effectiveness of specific radio campaigns, the OWI pointed to results achieved in its two weeks glider pilot training drive which filled every glider school in the country, its nurse recruiting campaign which helped obtain 23,972 enlistments, and its assistance in adding 30,000,000 people to the War Bond payroll deduction plan.

"This splendid, unselfish, patriotic contribution of time, work and effort is a shining example of the kind of spirit which is represented in the American system of broadcasting," the memorandum concluded.

THE DEPARTMENT STORE as a vital supplier of necessities for the home front will be the subject of commercials on *The Knowing Heart*, daytime serial on WSAI Cincinnati, which the team of Dorothea and Van Woodward are writing for John Shillito Co. of Cincinnati. Mr. Woodward has been continuity editor and assistant to the program director on WLW-WSAI. Drama will be on the air Monday through Friday at 11.15 a.m. It's the story of a girl and her family in wartime, and of the adjustments she makes to problems she meets in everyday living.

AIR TIME TO U. S. 300 MILLION YEARLY

ADVERTISING time and space being contributed to Government programs is running at a rate of 300 million dollars a year, Palmer Hoyt, OWI Domestic Director, told the Cleveland Advertising Club last week.

Fortified by coordinated information programs organized by OWI, advertising has rallied public support for more than 40 campaigns, including recruiting military and civilian manpower and womanpower, the National War Fund, and the difficult job of fighting inflation, Mr. Hoyt asserted.

He cited the 15 billion dollar Third War Loan drive and willingness of the public to do even more than is necessary.

Mr. Hoyt asked the continued support of advertising in coming campaigns, particularly the "Food Fights for Freedom" program, to keep the public informed. "We need this advertising support", he said. "Public cooperation in these civilian war programs must be enlisted and that is a task for private enterprise and individual and community leadership. The public looks to the leadership of the industrial community. It can find that leadership in the advertising —the war advertising—of our leading companies."

Durkee to Glidden

DURKEE FAMOUS FOODS Inc., Elmhurst, N. Y., a division of Glidden Co., Cleveland has named Duane Jones Co. New York for Soya Bits and Soyarich Flour, new products. Spot radio test campaign starts in November.

GM Buys Plant

GENERAL MILLS, Minneapolis, has purchased the American Crystal Sugar Co. plant in Belmond, Iowa, for conversion into a soy bean processing plant. James F. Bell, chairman of the board of G-M, stated that wartime necessity for added soy bean production to meet protein and oil shortages prompted the action.

WAR CAMPAIGN PROGRAMS SOLD

KSD Finds Sponsors for Spots and Quarter-Hour Programs Featuring Staff Orchestra

BROADCASTERS can sell special war campaign programs, KSD St. Louis proved during the Third War Loan Drive. Sixty-nine special War Bond shows and spot announcements on KSD were sold to 43 sponsors during the three weeks of the drive. Thirty-eight sponsors bought 53 15-minute programs and 16 spots were sold to five sponsors.

Sales campaign in behalf of the bond shows also brought KSD additional revenue, although the station gave sponsors minimum rates and built the programs without additional charges. Other stations in St. Louis area were informed of the KSD plan so they could take advantage of the promotion idea.

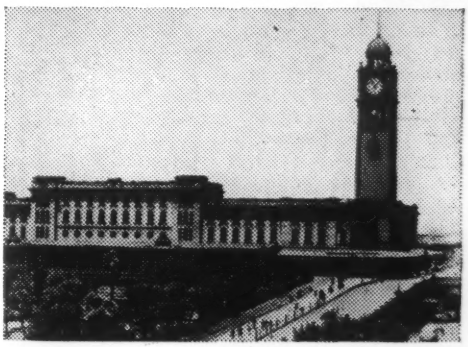
The 15-minute shows were designed featuring the KSD staff orchestra, introduced as the "Victory War Bond Band", and each to be sold to only one sponsor. Each show included a "Buy Bonds" transcription from the Treasury Dept. with other Bond appeals contained in the script continuity. Sponsors ranged from steel plants and aircraft companies to wholesale bakeries and soft drink companies. Consumer firms which had switched to the manufacture of little known but vital war products described their work while others told what their employes were doing to "back the attack".

About two years ago KSD had outlined its conception of sponsored radio war-service shows to the NAB and to officials in Washington. The argument was that sponsors would welcome an opportunity to buy special patriotic programs for goodwill advertising and such public service shows would pay their own way and be in addition to free time given by the stations.

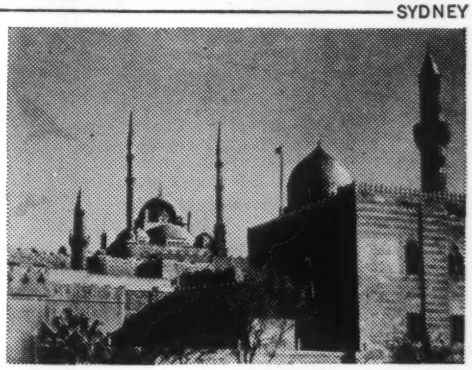
1 *plus* 1 *plus* 850...

LONDON

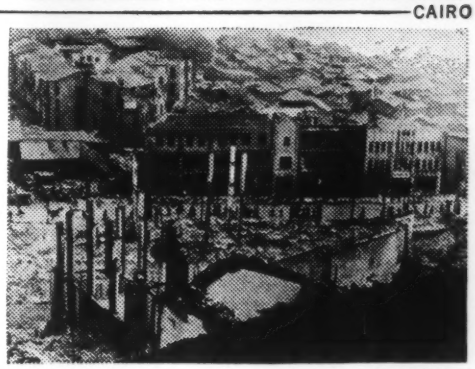
MOSCOW



SYDNEY



CAIRO



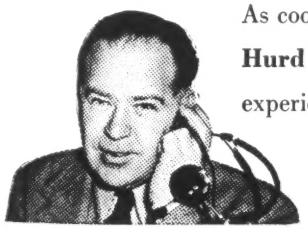
CHUNGKING

A great newspaper, a great network, and a great news staff are now collaborating on a new kind of news program. *The Christian Science Monitor*, The Mutual Broadcasting System, and the *Monitor's* 850 ace newsmen all over the globe present **"News from Everywhere"** at 6:30 p.m. EWT, Monday through Friday.

The integrity and scope of the *Monitor's* news coverage are familiar to everybody from students of journalism to judges of journalism. In bringing this newspaper's world coverage to the nation's radio audience, Mutual and the *Monitor* mark a significant milestone in the progress of news dissemination.

This program brings live reports direct from the world's news centers at an hour when over 80% of all U. S. radio families are within arm's reach of a radio, eager for first-hand news of a world at war —the first overseas roundup each evening on any network.

* * *



As coordinator of "News from Everywhere," **Volney Hurd** has the distinctive advantage of 20 years' experience in both writing and broadcasting news. *Variety* credits him with "a good voice, firm delivery, and well-seasoned understanding of the events reported by *Monitor* staffers."

* * *

"News from Everywhere" is available for commercial sponsorship, subject to the established restrictions of *The Christian Science Monitor* and the Mutual Network. For further details, consult . . .

THE MUTUAL BROADCASTING SYSTEM

1440 BROADWAY, NEW YORK TRIBUNE TOWER, CHICAGO

Radio's Post-War Job to Distribute, Hollister Declares

Calls for the Preaching of Economic Interdependence

RADIO'S post war function will be to distribute, "as it has never distributed before," ideas about goods and services, CBS vice-president Paul Hollister told the Boston Conference on Distribution at the Hotel Statler, Boston, Oct. 18.

Radio will teach and clarify "the cardinal idea of the interdependence of the national economy" he said, adding that the sooner labor and industry combine forces to put this idea across on the air, the better they will combat post-war panic and its "cancerous cleavage of classes."

Basis of War Service

Broadcasting's potentialities as a religious and educational force have yet to be fully realized, he said, and if understood, "will rip the sides off" educational institutions and let the world in on their "cloistered retreat".

Credit for radio's outstanding war service is due primarily to the system of free enterprise upon which it is built, Mr. Hollister declared. Pointing out that the radio "plant", unlike most others, didn't have to suspend production for retooling before swinging into war action, Mr. Hollister said, "By the grace of God that radio service had been built to man-size by free American enterprise *before* Dec. 7, 1941."

Citing statistics on American business' contributions to the war effort in terms of dollars and broadcasting time, he said of radio, "That it stood ready that day to volunteer was because it had foreseen war; had prepared by the simple expedient of perfecting the highest possible peace-time standard of actual radio product, in a nation that demands competitive quality. In this research radio was supported not only by the thousands of individual businesses who boarded it for a ride to a sale, but by the 31 million consuming families upon whom American business finally depends. . . ."

N. Y. Listening Up 34%

AN INCREASE of 34.7% in September radio listening in metropolitan New York over the same month last year is shown in *The Radio Audience*, monthly news letter published by The Pulse of New York as a service to stations, advertisers and agencies. Besides "Trend and Season" in radio listening, the October issue presents analysis of Italian-American, Saturday morning, and news analyst audiences, based on 6,300 personal door-to-door interviews each month of New York homes. The news letter, which has just started publication, goes to subscribers only.

KATE SMITH CELEBRATES the return of her CBS evening program for the 13th season in the company of R. S. Butler, vice-president in charge of merchandising of General Foods Corp., her sponsor; Paul W. Kesten, executive vice-president of CBS, at a New York reception.

War Bond Claim of 'Information Please' Criticized by Advertising Agency Head

EDITOR, BROADCASTING:

Having served as publicity chairman for Metropolitan St. Louis during the Third War Loan, I was very much interested in page 70 of your Oct. 11 issue, especially the statement that *Information, Please* brought in a total of $277,398,975 at a single War Bond appearance in Newark, N. J.

There is always the suspicion that *Information, Please* was credited with sales that would normally have come in through the efforts of the local soliciting staff. This is in no sense a criticism of the use of *Information, Please* as a method of selling bonds, because undoubtedly many people would buy extra bonds to see this excellent show; but how many bonds do you think *Information, Please* would have sold if, with but short notice, it had been booked into the Mosque Theater in Newark, N. J., two or three weeks after the drive had started?

The acid test of such promotion is, "How much *new* money can they raise?"

G. GORDON HERTSLET
Vice-President
Anfenger Adv. Agency
St. Louis.

Oct. 13, 1943

KWBU CALL GOES TO NEW TEXAS STATION

THE NEW Carr Collins-Baylor U. station to be located at Corpus Christi, Tex., with 50,000 watts on 1010 kc., daytime, will use the call KWBU, according to records of the FCC, which authorized the new station several months ago. The equipment will be that of XEAW, Reynosa, Mex., operated as a border station by Mr. Collins, head of the Crazy Water Crystals Co.

Homer Hogan, former manager of KYW, when it was in Chicago, announced last week that he had formed a national radio station representation organization under his name with headquarters in the Wrigley Bldg., Chicago. He will represent the new KWBU, which he said was scheduled to begin operations shortly. Mr. Hogan was formerly midwestern representative of the Hearst stations.

Seydel Testing

SEYDEL CHEMICAL Co., Jersey City, has named Victor Van der Linde Inc., New York, to handle advertising for Subenon Medical, an ethical product being put on the consumer market for the first time. Test campaign on WMCA is in its sixth week. Radio will be used exclusively when the drive starts, a matter of several months.

WDSU License Renewal

THE FCC last week made final its proposed findings restoring the regular license of WDSU New Orleans and granted reinstatement of its application for construction permit for increase in power, installation of new transmitter, directional antenna and change of site. The station has been operating on a six months probationary license because of alleged violation of technical regulations of the FCC. The Commission last August approved sale of WDSU by J. H. Uhalt, sole owner, to Fred Weber, general manager of Mutual, E. A. Stephens, New Orleans Buick dealer, and H. G. (Bud) Wall, president of WIBC Indianapolis for $200,000 cash, plus adjustments in the accounts receivable (BROADCASTING, Sept. 6).

KWFC Transfer

THE FCC last week granted consent to involuntary assignment of the license of KWFC Hot Springs from Clyde E. Wilson and Howard A. Shuman, owners of Hot Springs Broadcasting Co., licensee, to Clyde E. Wilson, personally. The station was sold at public auction last May for $49,000. Mr. Shuman withdrew from the business about 10 months ago after a successful suit by Mr. Wilson to dissolve the partnership [BROADCASTING, July 12].

AFFILIATES OF BLUE TO MEET NOV. 16

MEETING of the BLUE Network Affiliate Stations, called for Nov. 16 at the Palmer House in Chicago, will be primarily a celebration of the sale of the BLUE to Edward J. Noble and an opportunity for him and the representatives of the 169 BLUE affiliates to become acquainted, executives said last week.

At this session and at the meeting of the Blue Network Stations Advisory & Planning Committee, which will be held at the same hotel on Nov. 15, day before the general affiliate meeting, Mr. Noble and the station men will discuss present problems and future plans for the network's development. Agenda of the meetings is now in preparation.

Network executives from New York who will accompany Mr. Noble to the Chicago meetings are: Mark Woods, president; Edgar Kobak, executive vice-president; Keith Kiggins, vice-president in charge of stations; Phillips Carlin, vice-president in charge of programs, and C. P. (Pete) Jaeger, who will become network sales manager on Nov. 1.

Army Overseas Prefers Comedians, Good Music

HIGH PRAISE for the splendid "morale" job radio comedians like Bob Hope and Jack Benny have been doing for our armed forces in Europe was voiced last week by Quentin Reynolds, front-line reporter, at a luncheon for the radio press given in his honor by Arthur Kudner Inc., New York, agency for Goodyear Tire & Rubber Co. The company sponsors army and OWI stations, with the NBC series *Salute to Youth*, on which Reynolds is featured.

Reynolds reported on popularity of programs broadcast by the Army and OWI stations, with many of the boys requesting classical instead of popular music.

Buy WKST Control

WKST New Castle, Pa., last week applied to the FCC for approval of the acquisition of 80 shares of stock (36%) from Joseph Thomas by Mrs. S. W. Townsend, wife of the president and treasurer of the station, who also owns 80 shares. Approval of the transfer would give control to Mr. and Mrs. Townsend, with a combined total of 72%. Mr. Thomas stated in the FCC application that he desired to sell the stock in order to give all his attention to a newly accepted job with the Firestone Tire & Rubber Co. as secretary and counsel.

WCAP Returns to Air

WCAP Asbury Park, N. J., resumes broadcasting on Monday, Nov. 1, after silence since last April 28 when the transmitter was destroyed by fire. The announcement by Thomas F. Burley, studio manager and Stewart L. Clothier, construction engineer, states that reconstruction was made possible by the catalogue of surplus and salvaged equipment maintained by the FCC. Transmitter is a 1 kw Western Electric.

XUM

BABE RUTH HIT 125 HOME RUNS IN ONE HOUR!*

BUT — NO BROADCASTER IN CHICAGO OR DETROIT CAN HIT WESTERN MICHIGAN REGULARLY!

If you are pitching for the Grand Rapids-Kalamazoo area, from Chicago or Detroit—well, you might just as well save your strength.

The heart of Michigan's second-largest market is 150 miles or more from either of those cities, and that's just too far, *even* if we didn't have a notorious fading condition around here. . . .

Western Michigan depends on WKZO for the best of local and CBS entertainment. With 5000 watts, at 590 kc., WKZO has *no* "outside competition".

If you want the FACTS, telephone Free & Peters, or drop us a line direct. But meanwhile, don't kid yourself about that matter of Chicago or Detroit!

The Kalamazoo-Grand Rapids Area is the home of 1,483,509 better-than-average consumers who vastly prefer WKZO to any and every other radio station, either "outside" or "inside" the Area. Write for "The Tale of Three Cities".

*Can't be true, you think? Drop us a line!

WKZO covers all Western Michigan, with studios in

KALAMAZOO and GRAND RAPIDS

5000 WATTS • 590 KC • CBS

JOHN E. FETZER, President and General Manager

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

PHILCO SPONSORING HOUR ON THE BLUE

DESIGNED as radio equivalent of the motion picture industry's Academy Awards, *Radio Hall of Fame* will make its debut Dec. 5 as a full-hour program under sponsorship of Philco Corp., Philadelphia, Sunday at 6 p.m. on over 100 stations of the BLUE network. The program will originate in New York, Hollywood and other cities.

James H. Carmine, vice-president in charge of merchandising for Philco said: "As the country's leading manufacturer of civilian radio receiving sets, whose facilities are completely converted to war production, Philco is vitally interested in doing everything it can to honor the entertainment world and obtain the widest possible hearing, both for well-known stars and those who are beginning to receive recognition for their unusual talents."

The show will be directed by an executive committee representing the William Morris Agency and the BLUE. Sayre M. Ramsdell Assocs., Philadelphia, Philco agency, will be in charge of the program. Artists will be selected by the editors of *Variety* on basis of outstanding performance.

Canada Reps Shift

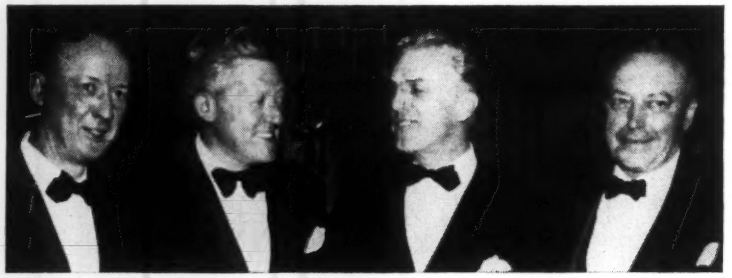
NORTHERN BROADCASTING & Publishing Ltd., Timmins, Ont., operating a number of stations in Ontario and Northern Quebec, after Jan. 1, 1944, will be represented in Canada by National Broadcast Sales, with offices at Canadian Bank of Commerce Bldg., Toronto, and Keefer Bldg., Montreal. National Broadcast Sales has been set up with Roy Thomson and Jack Cooke as principals. They are respectively president and general manager of Northern Broadcasting & Pub. Co. Stations are represented in Canada till year-end by All-Canada Radio Facilities Ltd. R. A. Leslie is to be manager of the Toronto office of National Broadcast Sales with C. E. Wingrove as sales promotion manager and Sonya Barnett as traffic manager. Roy Hoff, formerly commercial manager of CKGB Timmins is in charge of the Montreal office. Stations to be represented by National Broadcast Sales are CKGB CJKL CFCH CKRN CKVD CHAD CHEX and CKWS. Weed & Co. will continue as U. S. representative.

Sunoco Special

MARKING the dedication of its new refinery at Marcus Hook, Pa., Sun Oil Co., New York, will sponsor a one-time half-hour broadcast on 46 BLUE stations Oct. 27, with Secretary of the Interior Harold L. Ickes and Lowell Thomas, BLUE commentator, as speakers. Agency is Roche, Williams & Cunnyngham, New York.

'Hikes' Not Accepted

EFFECTIVE Nov. 1, the rate card issued recently by station KSTP Minneapolis-St. Paul, advises that "no hitchhike or cowcatcher announcements are acceptable." Rates remain the same in the rate card of the station, an affiliate of NBC.



A RECEPTION was held in honor of Dr. Artur Rodzinski, musical director and conductor of the New York Philharmonic Symphony, as the orchestra, now sponsored on CBS Sunday by U. S. Rubber Co., opens its 1943-44 series of subscription concerts at Carnegie Hall, New York. Photographed at the reception are (l to r): R. E. Hackenger, radio director of Campbell-Ewald Co., agency handling the account; Dr. Rodzinski; Eric Burkman, secretary of U. S. Rubber; and W. E. Blodgett, vice-president and supervisor for Campbell-Ewald.

Radio in Psychological Warfare

(*Continued from page 11*)

London. A daily report is published of all European foreign broadcasts, both medium and shortwave. Because of the great number of languages monitored, the complexity of the operation is at once apparent.

Allied Nations Effort

Obviously, all of these operations did not come into being overnight, but only nine months have elapsed since they were in the planning stage, after which the equipment and personnel had to be obtained and shipped overseas.

The Psychological Warfare Branch is an Allied operation, as are all military operations. It is, in addition, a mixture of military and civilian. The American civilian personnel are employed by OWI. Here you will find American officers, British officers, American enlisted men, British enlisted men, American civilians and British civilians, all working together.* In some departments you will find an officer in charge, in others a civilian, but in every department you will find military and civilian personnel working side by side.

The manner in which two of these stations were acquired is interesting. The Germans on their evacuation partially destroyed one of them, but it was back on the air in two months with repairs made locally and equipment supplied by OWI and flown from New York.

Radio a Weapon

Another station had been stripped of vital parts, but within two days it was back on the air. The operating staff had hid the equipment in their homes to prevent destruction by the Germans, and upon learning of our desire to resume operations were only too glad to return the equipment.

The news of the invasion of Sicily, the fall of Messina, and General Eisenhower's announcement of the capitulation of Italy were all released first by Psychological Warfare Branch and Public Relations Office radio stations. This information was transmitted simultaneously to the people of Europe and the United States. The announcements of the invasion of Sicily and of the landings at Salerno were actually transmitted at the time the first boatloads of our men were going ashore.

The appeal to the Italian navy to surrender to the United Nations was made over Psychological Warfare Branch radio stations directly to the captains of the ships, requesting them to go to specific ports.

While many other success stories of radio in Psychological Warfare could be told, military secrecy does not permit them at this time. I feel, though, that Radio has proved itself to be a weapon which can be used just as effectively as guns, airplanes and ships. If the war is shortened by just one day through the use of Radio and Psychological Warfare, it will have saved the lives of our boys and will have been worth all the effort we have put into it.

* OWI is in need of experienced personnel for its overseas operations in conjunction with the Psychological Warfare Branch. Consult BROADCASTING, Oct. 11, page 16 for details.

Paper Spots

TO STIMULATE paper conservation and to relieve the shortage, Waste Paper Consuming Industries, Chicago, has placed spot announcements on more than a hundred stations east of the Rockies. Campaign makes use of two types of transcriptions, one with Sonovox sound effects to appeal to children, and the other featuring well known radio voices. Agency is Olian Adv. Co., St. Louis.

FIVE Alka-Seltzer *National Barn Dance* programs will be produced on the West Coast while the cast makes a movie at Paramount Studios in Hollywood, starting Nov. 22. Wade Adv. Co., Chicago is the agency.

GOOD NEIGHBORS
Isolated Communities Hear Special KFUN Program

UNIQUE EXPERIMENT to improve the lot of the Spanish-speaking minority in the Southwest is being undertaken by New Mexico Highlands U., Las Vegas, in cooperation with KFUN and the OCIAA. Officials expect the project to contribute much to the Good Neighbor policy.

A series of 30 weekly one-hour broadcasts in Spanish, beginning Sunday, Oct. 17, will be directed primarily at some twenty "listening centers" consisting of groups of Spanish-speaking adults organized and directed by resident public school teachers who attended a preparatory Workshop under scholarships granted by Highlands as agent for the Coordinator's Office.

Each broadcast will consist of a half-hour talk in Spanish by Dr. Rebolledo, head of Highlands' Spanish dept. and chairman of the Institute of the Air on problems of nutrition, diet, health, sanitation, agriculture, civics, etc. The scripts were prepared by Ramon Sender, Spanish refugee novelist now teaching at Amherst, from data assembled by the Workshop students.

Six weeks of intensive training were given Workshop students, who were chosen from rural communities within the 100-mile effective daytime range of KFUN, and included instruction in care and operation of radio receivers. Following the Workshop period, the students returned to their home communities to begin organizing adult listening groups.

The program is based on the belief that vital information must reach isolated Spanish speaking communities through Spanish, orally, since most of the people neither read nor write any language. Hence, radio furnishes the most practical medium for imparting information, say officials.

Portugal Silence Ended

FOR THE FIRST time in two years a news broadcast was picked up from Portugal when NBC carried Oct. 15 a brief report from Lisbon by Luiz Lupi, Portuguese journalist. This use of Portugal's transatlantic station came three days after the important agreement between Great Britain and Portugal whereby Azores sites were turned over to the Allies for sea and air bases, which move Germany protested to Portugal. Further Lisbon pickups are expected when news warrants.

Helbros Plans

HELBROS WATCH Co., New York, has named William H. Weintraub & Co., New York, as its agency. Radio will be used in conjunction with newspapers and magazines in the firm's 1944 campaign, which will be the largest in its history. A network show will probably be used. Helbros has made extensive use of spot radio during the past year in connection with an essay contest which concludes Oct. 30.

XUM

FOR RADIO MEN IN THE SERVICE!

"WRITE A LETTER"

As you know, the Hallicrafters make a wide range of Radio Communications equipment, including the SCR-299 Mobile Communications unit. We are proud of our handiwork, proud of the job you men have been doing with them on every battlefront

RULES FOR THE CONTEST

We want letters telling of actual experiences with this equipment. We will give $100.00 for the best such letter received during each of the five months of November, December, January, February and March! (Deadline: Midnight, the last day of each month.)

We will send $1.00 for every serious letter received so even if you should not win a big prize your time will not be in vain.

Your letter will be our property, of course, and we have the right to reproduce it in a Hallicrafters advertisement.

Good luck and write as many letters as you wish. V-Mail letters will do.

W. J. Halligan

BUY MORE BONDS!

the hallicrafters co.

CHICAGO, U.S.A.

2611 INDIANA AVENUE · CHICAGO, U.S.A.

MAKERS OF THE FAMOUS SCR-299 COMMUNICATIONS TRUCK

SUCCESS SANS COMMERCIALS

Is Claimed by Sponsor of 'They Give Their Lives', Devoted to War Causes

A SUCCESS without commercials, is *They Give Their Lives*, heard on WGN Chicago each Sunday evening under the sponsorship of Peter Hand Brewing Co. By deleting all commercial announcements the half hour program made available a five minute period for war messages by government representatives of agencies to which OWI has given priority rating.

According to Mitchell-Faust Adv. Co., Chicago agency, it is nearly impossible to trace results of every broadcast of the program, but on May 2, and again on June 13, a plea was made for student nurse recruits. The audience was asked to direct inquiries to WGN Chicago. Combined results of these two programs were over 800 inquiries from prospective student nurses.

Fine Cooperation

On July 25, two sergeants of the Women's Marine Corps spoke for enlistments, telling candidates to direct inquiries to WGN Chicago. Some 150 replies came from the rural districts, from girls who wanted to "Free a Marine to Fight".

Miss Hildred Sanders, associate radio director of Mitchell-Faust Adv. Co., in summarizing the value of such programs said, "The co-operation of the OWI, the client, and the radio station with the agency has been phenomenal, and I can say without hesitancy that it is because everyone involved realizes that the day of lazy wartime advertising is over! Hitch-hikers on a program cannot sell war bonds, cannot get student nurses, cannot bring in anything the government needs with the effectiveness desired. If an advertiser wants to help win this war, he can't do it half-heartedly and do a good job of it. It's time for agencies to give up some of their commercial announcement time to give the American people a 'reason-why' type of announcement on war bonds or helping Greece, or doing anything that can bring victory a little closer."

Speakers in the five-minute period allotted on *They Give Their Lives* have included: Mayor Edward J. Kelly of Chicago; Raymond S. McKeough, regional administrator of OPA; Maj. Julian Stimson, U. S. Army Nurses' Corps, and president of the American Nurses' Assn., Dr. Sidney Levinson, technical director of the Red Cross blood donor center; Stuart Erwin, stage and screen actor, speaking for the ODT; Maj. Gen. Frank Parker, executive director of the Illinois War Council; and many others. On Oct. 16 the 25th program in the series was marked with a talk by Edwin R. Borroff, vice-president of the BLUE and general manager of its central division. Mr. Borroff is OWI consultant in the Chicago area.

Results Achieved by Drake U. Radio School Cited in Reply to 'Guestitorial'

EDITOR, BROADCASTING:

Lance Corp. Gordon Merryfield, stationed overseas with the Canadian forces, was scanning his copy of BROADCASTING for mention of his former classmates in the Drake University School of Radio.

He was shocked, therefore, to read the guestitorial by Lt. (jg) Howard M. Paul to the effect that American universities do not have schools of radio in which to train writers and announcers. He sent the clipping to Drake suggesting that we reply.

Corp. Merryfield knew that the Drake School of Radio was founded in 1934 under the direction of Edwin G. Barnett, veteran radio announcer and station program director. Since his student days in 1938, Corp. Merryfield has seen his friends become news editors, program directors, women's editors, special events directors, announcers and continuity writers with stations in more than 20 states.

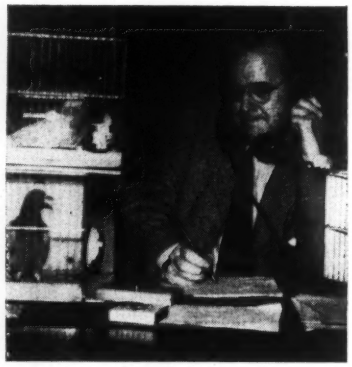
Their preparation at Drake was comprehensive. There were half-a-dozen radio offerings supplemented by extensive laboratory work. Drake has its own fully equipped studios on the campus. It has had from five to 20 weekly programs over local commercial stations—the 50,000-watt clear channel station, WHO, and the Iowa Broadcasting System stations, KSO and KRNT. WOI, Ames, also has carried many Drake programs as have other Iowa stations. Coast-to-coast broadcasts, numbering from five to 15 annually, have given Drake students a national audience.

Nor is Drake the only school in the country with a radio department. There are a number of others and some 200 colleges and universities offer radio courses.

Corp. Merryfield had heard Drake's network broadcasts in Montreal, Canada. So had other Drake radio students who have come to the school from Florida, California and other distant states.

MARIAN GLIDDEN
Drake U. News Bureau
Des Moines

A SECOND White Star for continued excellence of production has been added to the Army-Navy "E" flag of the Belmont Radio Corp., Chicago.



TRYING TO SPEAK into two telephones at the same time while encircled by pigeons and wires is Kieth Kiggins, vice-president of the BLUE in charge of stations. The pigeons were sent by Chuck Lamphier, manager of WEMP, BLUE affiliate in Milwaukee, who sent them, cages and all, when the mails were delayed just once too often.

Activities of Announcers Are Restricted by NBC

THREE NBC announcers who handle commercial commitments on the BLUE Network must discontinue outside activities when their contracts terminate, according to an NBC ruling in effect for a number of years but heretofore not strictly enforced. The rule was evoked by Clarence L. Menser, NBC vice-president in charge of programs, shortly after FCC approval of the sale of the BLUE Network to Edward J. Noble.

Three BLUE announcers, Hugh James, Don Lowe and Kelvin Keech, will be required under the rule to give up their commercial appearances on NBC programs.

NBC men affected by the order are Ben Grauer, heard on Walter Winchell's program for Jergens, Ed Herlihy, who gives Adam Hat commercials on the BLUE broadcasts of boxing bouts, and Bill Hightower, who handles cut-ins on several BLUE programs.

Little Crow Testing

LITTLE CROW Milling Co., Warsaw, Ind. (Coco-Wheats), has begun sponsorship of three quarter-hour programs on Chicago stations. On WGN Chicago, Mondays, Wednesdays and Fridays, Little Crow sponsors *Just a Few Words*, a quiz show, for 13 weeks; on WMAQ Chicago, Sunday evenings, *Melody Time*, a musical interlude, for 13 weeks; and on WLS Chicago, Mondays through Fridays, *Amanda Snow*, for 26 weeks. Agency is Rogers & Smith, Chicago.

Wrigley Renews CBS

WILLIAM WRIGLEY Jr. Co., Chicago, on Nov. 1 will renew sponsorship of *American Women* on the full CBS network, Mondays through Fridays, 5:45-6 p.m. Contract is for 52 weeks. Agency is Arthur Meyerhoff & Co., Chicago. Wrigley on Nov. 7 renews sponsorship of *America in the Air* for 52 weeks on CBS from 6:30-7:00 p.m. Sundays. Agency is J. Walter Thompson Co., Chicago.

Elgin Watch to Repeat Two Holiday Programs

SPECIAL two-hour Thanksgiving program, sponsored last year on CBS by Elgin Watch Co., Elgin, Ill., will again be heard Nov. 25, 4-6 p.m. Show, featuring top radio, stage and screen talent from Hollywood, is a tribute to the men in the armed forces and their families at home, with all commercials of an institutional nature.

Robert Young will m.c., and talent already scheduled includes Edgar Bergen - Charlie McCarthy, Ginny Simms, Burns & Allen, Jose Iturbi, Jack Douglas and others. Program will be heard on the full CBS network, according to J. Walter Thompson Co., Chicago, and plans are under way by Elgin to repeat the idea on Christmas Day, as it did last year.

Pall Mall Resumes

AMERICAN CIGARETTE & Cigar Co., New York (Pall Mall cigarettes), on Oct. 18 resumed sponsorship of its five-weekly quarter-hour *Gracie Fields Victory Show* on approximately 213 Mutual stations, Monday through Friday, 9:15-9:30 p.m. (EWT). Built around the English comedienne, new series includes a salute to a different war hero and his home town each week. Carl Hoff is musical director, with Don Hancock, announcer. John Ward and Eugene Conrad write the show. Sam Pierce, assisted by Dave Young, are Hollywood producers of Ruthrauff & Ryan.

Bali Test

BALI BRASSIERE Co., New York, which has used some spot announcements in the past, has started its first radio program— a five-minute period of songs and piano duets on WOR New York. Titled *Completely Entre Nous*, the program began Oct. 16, and is heard Saturday, 6:35 p.m. A Chicago station will be added, and the company may expand further into radio if results of the present drive warrant it. Agency is Lester Harrison Associates, New York.

Esquire Expands

ESQUIRE PUB. Co., Chicago (Coronet), has increased its monthly campaign of one-minute transcribed announcements from 13 to 35 markets, and is now using over 100 stations. In addition, an institutional radio announcement schedule was placed for *Esquire Magazine* in Boston, Chicago, Cleveland, Houston and Los Angeles, as a test campaign and to explain shortage of *Esquires*. Agency is Schwimmer & Scott, Chicago.

Wilson Sports Show

WILSON Sporting Goods Co., Chicago (athletic equipment), on Oct. 22 began sponsorship of *Arch Ward's Sports Review* on the full MBS network originating out of WGN Chicago from 10:15-10:30 each Friday. Sports editor of the *Chicago Tribune*, Arch Ward originated the All-Star baseball and football games and the International Golden Gloves tournaments. Agency is U. S. Adv. Corp., Chicago.

DAYTON, O.

*Fastest growing city in the Midwest!**

DAYTON, OHIO—BIRTHPLACE OF AVIATION

★

READ THESE FACTS and PLACE YOUR SPOT BUSINESS WHERE IT GETS RESULTS

★

* 42-Month Period to March 1, 1943, compiled by Bureau of Census. From BROADCASTING, August 30, 1943.

The initial reasons are multiple . . . the facts actual. Expanding market . . . increased buying power . . . greater potential . . . take them all into earnest consideration when you allocate your advertising appropriation.

In the past 42 months, Dayton's civilian population has increased 47,688 . . . 16.1 per cent, the greatest increase of any city in the entire midwest.

These are wage earners in the main . . . who are living . . . needing . . . and buying the things they want.

IF YOU TELL THEM ON WING . . . you can sell them! A thoroughly dominant and completely saturating medium of expression in the great metropolitan Dayton, Ohio trading area.

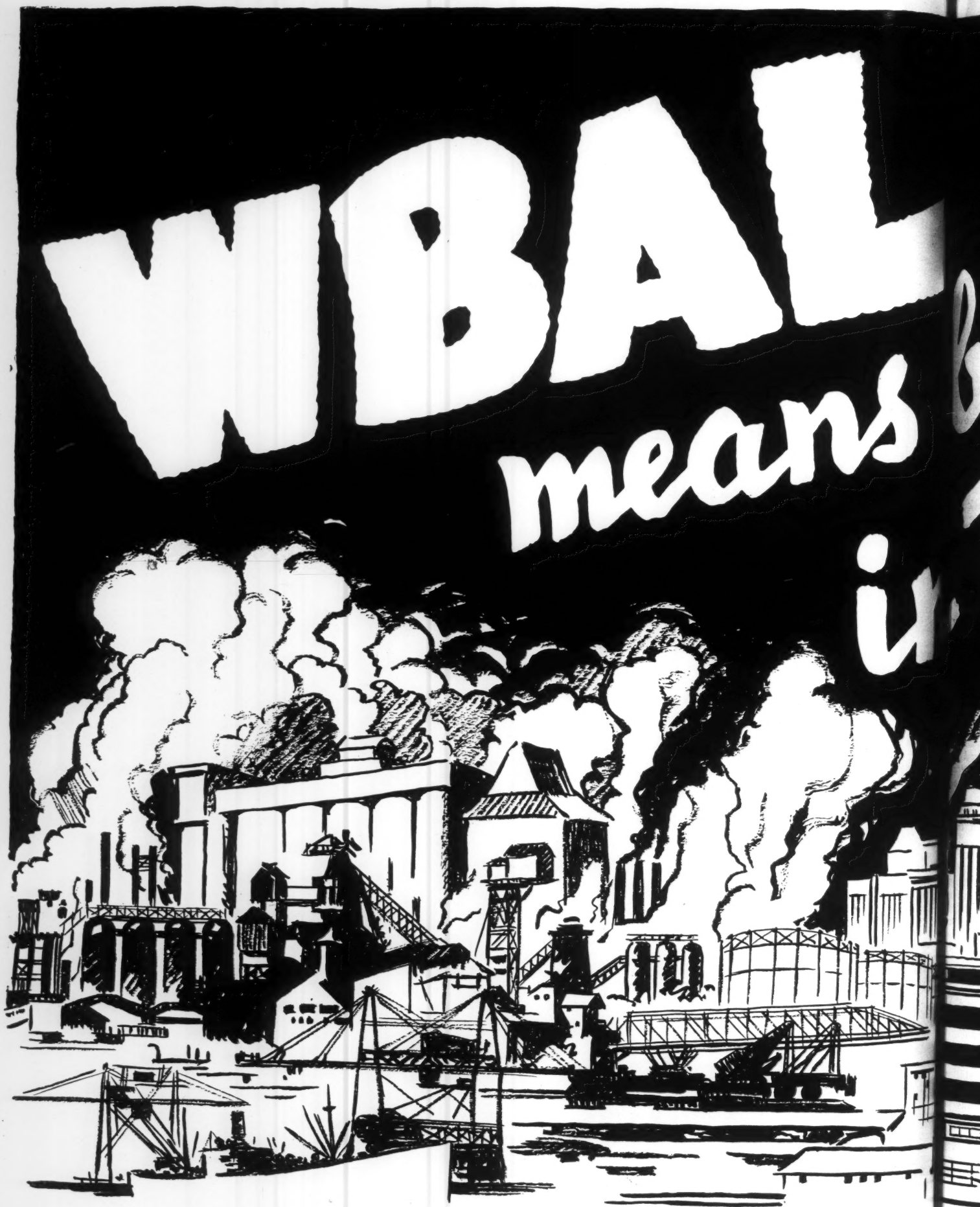
BASIC BLUE—5,000 WATTS

WING

RONALD B. WOODYARD, EXECUTIVE VICE-PRESIDENT

Bonus: WIZE, Springfield, Ohio, is a bonus when WING is purchased on a national spot basis by adding 30% of the time cost on WING.

Weed and Co. NATIONAL REPRESENTATIVES


WBAL
means

Business Baltimore*

- Fastest Growing Big City in the East
- Great Industrial Center
- Diversification Insures Progress
- Plane and Shipbuilding Center
- A Great Port with a Great Future
- Intelligent Post War Planning

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., Inc.

Editorial

On the Firing Line

THE DEMAND for new legislation at this session of Congress, to set up guideposts and safeguards against regulatory abuses, gathers momentum. There suddenly has dawned upon many legislators, as well as upon important membership organizations, the realization that freedom of speech is seriously threatened by the May 10 Supreme Court opinion.

The American Federation of Labor, at its national convention in Boston a fortnight ago, adopted a strongly worded resolution urging prompt Congressional action to safeguard broadcasting "from any actual or implied government censorship authority over program content". The National Editorial Assn., representing smaller newspapers, through its advisory council, came forward in defense of radio, a business competitor, by espousing pending legislation designed to nullify the Supreme Court opinion.

Of extreme significance is the unanimous action of the Senate last week in adopting the Wheeler-White-McFarland resolution to investigate the international communications structure. The Interstate Commerce Committee's report cited the inadequacies of the existing law with respect to communications in the postwar world. It alluded to the complications stemming from "frequent and growing criticism of the administrative agency and its personnel,—criticism which no longer can be ignored by Congress".

In the House last week Rep. Mundt (R-S.D.) supported the CBS unopinionated news policy, and flayed the lack of manners of commentators who offend. With much of what Mr. Mundt said we are in hearty accord, though, from where we sit, he appeared to be in the right church but the wrong pew. His conclusion, that Congress should quickly act to set up safeguards, in the light of the Supreme Court opinion, certainly will win the applause of all identified with radio.

There is in the House also the somewhat mystifying situation surrounding the Select Committee investigation of the FCC. With the resignation of Rep. Cox (D-Ga.) as committee chairman and the appointment of Rep. Lea (D-Cal.), it appeared the only real irritant had been removed. But the pot-shotting persists. Whether it will be a whitewash or the kind of investigation the House mandated, is unclear.

The Lea Committee should carry on its inquiry, as the House intended, without yielding to pressures or "side deals". It should come forward with a report designed to correct the abuses that motivated the House in adopting the resolution last January.

All of these factors, taken together, show conclusively that Congress is disposed to act to "repeal" the Supreme Court opinion, at least to the extent that it hands over to an agency of Government "control of the traffic" or censorship functions. When such organizations as AFL and NEA get behind protective legislation, it is proof sufficient that this isn't regarded simply as radio's fight, but a fight to preserve the fundamental freedoms.

Bankhead's Bogey

THE NEW Bankhead Bill, to subsidize small newspapers on a large scale, became the vehicle for hearings before the Senate Banking & Currency Committee last week. It carries a fund of $25,000,000-$30,000,000 for the purchase of display advertising in newspapers—half of it in communities of 10,000 population or less.

There is no mention of radio in the Bankhead Bill. Last spring, when the Alabama Senator first offered his bill and immediately found himself warding off charges of subsidy, he declared he would consider modifications to include radio advertising.

We have stated before in these columns that the whole philosophy of subsidy for newspapers or radio is repugnant to democratic ideals and principles. We haven't changed our view.

By the same token we are still at a loss to understand how any legislator can possibly think of helping one part of one medium, without proposing equivalent treatment for other media. To be sure there are many small newspapers that have suffered war losses. But so have many small radio stations. One simply has to look at the OWI records to ascertain how much of their wherewithal—free time—the smaller stations have given gladly for the war effort.

We hope the subsidy plan—as a subsidy—goes by the boards. We wouldn't want to see the Treasury Dept., or any other agency of Government, select the publications or the stations that would get the "pay" business, while others perhaps just as well operated or equipped or located, were left out. The Government would then be paying the fiddler and calling the tune. And the politicians would apply the pressures to see to it that their constituent newspapers or stations would get their "cut" of the melon. The buying of advertising would mushroom from War Bonds to almost every conceivable type of campaign.

If the Government needs advertising on a pay basis to cover the outlying areas locally, then let it establish an appropriation and place it in the hands of a reputable advertising agency. And let that agency buy time and space as it would for any other commercial clients—with results, not political favor—the yardstick.

We hope the Bankhead Bill, as now written, fails. The fact that it calls for out-and-out subsidy, which would mean domination of the media used, is sufficient reason for defeat as contrary to all democratic ideals. The fact that it discriminates against other media should arouse righteous indignation among all fair-minded legislators.

Radio, down to the smallest station, does not ask for a "handout" from the Government. But it does want the opportunity, on equal footing with other media, to participate in any competitive selling that is to be done.

Before the Bankhead Bill gets too far along, we are confident that some fair-minded Senator will propose amendment to the bill to root out the last vestige of subsidy and to make the measure provide for purchase of time and space for legitimate Government advertising, bought without semblance of political favor through established business channels.

Our Respects To -

JACK OSCAR GROSS

LONG DREAM of owning a radio station is about to come true for Jack Oscar Gross, vice-president and general manager of Worcester Broadcasting Corp., licensee of KFMB San Diego, with the purchase of 50% of the station, subject to FCC action. Back of the more than 20-year ambition is the story of a youngster who went into radio when he was 16 and has never been out of it since.

Born in St. Louis on Aug. 22, 1905, Jack received his early education there. Leaving St. Louis Central High School in April 1921, he joined the record department of Stix-Baer-Fuller, local department store, which operated a station in connection with the record department.

The job lasted only a few months, but the youngster hung around the station every night, filling in as announcer and doubling as singer-violinist. Here an earlier eight years of violin training at St. Louis Beethoven Conservatory stood him in good stead. Radio didn't pay wages in those budding days, so he earned his wherewithal in numerous other ways.

In 1926 Jack was offered his first paid job in radio as a combination announcer-producer at KRLD Dallas, with the *Alley Cats* as his special assignment. He was transferred to WBRC Birmingham, Ala., as program director for eight or nine months in 1927, but returned to KRLD late in the same year.

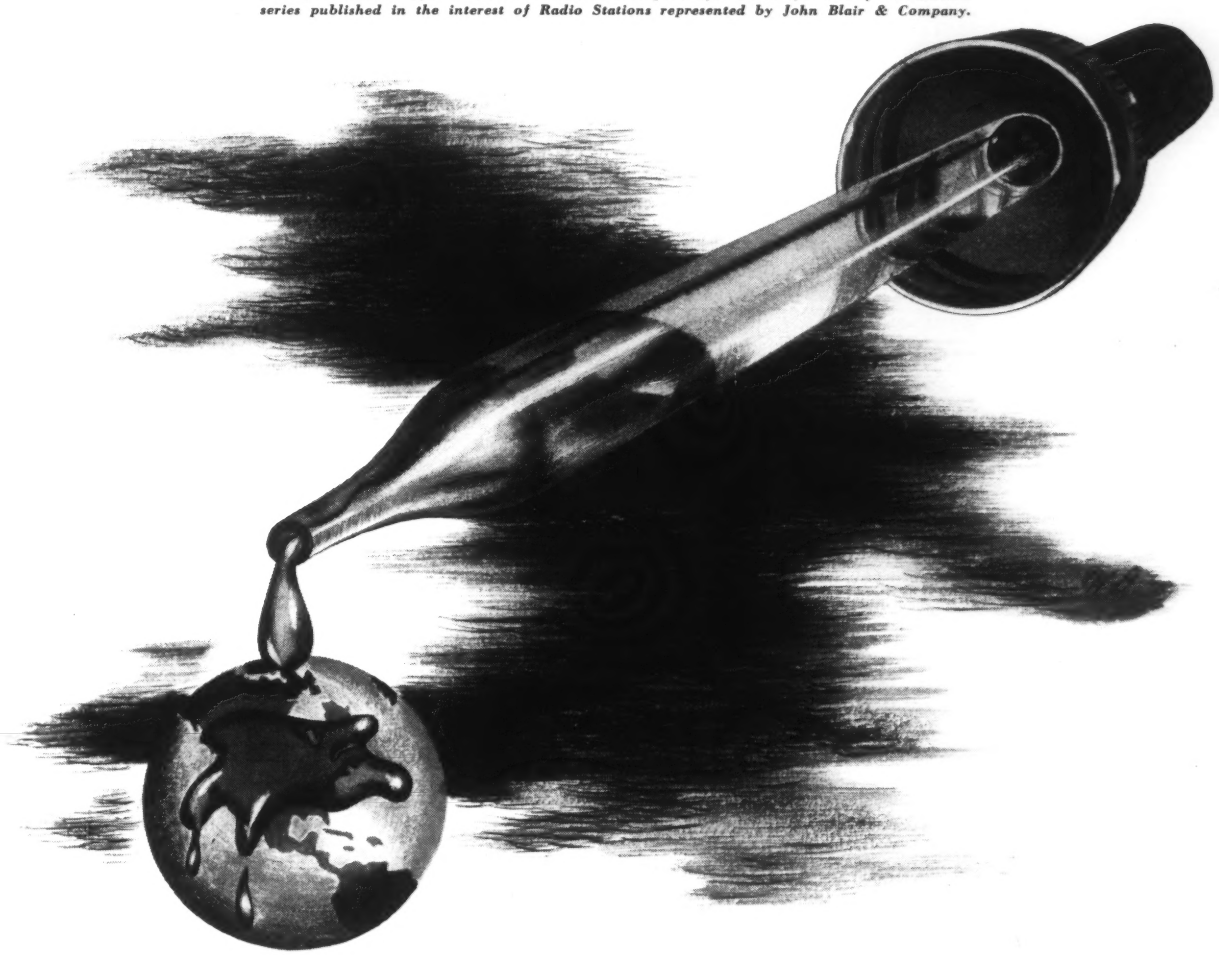
He became program director of KGKO Wichita Falls, Tex., in May 1928 when that station began operation, later tried his hand at selling and found it came easy. In March 1930 he was appointed general manager of WACO Waco, Tex., which was acquired at that time along with KGKO, by Southwest Broadcasting System. He remained with that regional for two years, and became stations supervisor for the network. It was at his suggestion that the call letters WDAG were changed to WACO for the first time spelling the name of the city with the stations own call letters. When KFJF Oklahoma City was purchased, he reorganized it and changed its call to KOMA. He resigned his network position in October 1932 to return to KGKO as sales manager.

During his two years at KGKO he assisted Port Arthur (Tex.) College in setting up KPAC when the college bought that station in 1933.

Jack's next move, in April 1934, was to Shreveport, La., as sales manager of KTBS and KWKH, when it was later acquired by the owner of KTBS. Swinging across the country from Louisiana to California, Jack became general manager of KEHE Los Angeles,

(*Continued on page 38*)

This advertisement, appearing also in **FORTUNE** *Magazine for October, is one of a* **FORTUNE** *series published in the interest of Radio Stations represented by John Blair & Company.*



VICKS Va-tro-nol gets the drop on 400,000,000 colds with SPOT BROADCASTING*

EVERY year Americans catch 400,000,000 colds, and people with colds are the Vick Chemical Company's customers. It's a tremendous market of rich and poor . . . old and young . . . rural and urban folk alike. It's a market that ebbs and flows with the seasons and a market that constantly shifts from section to section. Obviously Vick radio advertising must be mobile and timely, and that's why Vick depends so heavily on fast, flexible Spot Broadcasting.

Spot Radio offers unrestricted choice of markets and of the *best* stations in each, regardless of network affiliation. It offers free choice of days and times to assure profitable *ready-made* audiences for either programs or announcements. And Spot Broadcasts can be arranged *easily* to start *quickly* . . . in one market or many . . . on budgets of any size.

Today, as sales and advertising problems multiply rapidly under war-time restrictions, more and more advertisers are turning to *adaptable* Spot Broadcasting. If there's a lesson in that for you, talk to your John Blair man. He knows merchandising, he knows Spot Radio, he knows fine radio stations; and he can help you combine them all for advertising success *right now!*

JOHN BLAIR & COMPANY

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

Chicago
New York
St. Louis
Los Angeles
San Francisco

EXCLUSIVELY REPRESENTING LEADING RADIO STATIONS THROUGHOUT THE UNITED STATES

*Spot Broadcasting is radio advertising of any type (from 25-word announcements to full-hour shows) planned and placed on a flexible market-by-market basis.

XUM

Personal NOTES

EDGAR KOBAK, executive vice-president of the BLUE, has been appointed to an honorary committee in charge of arrangements for the Army-Notre Dame Rally to be held in the Hotel Commodore Friday, Nov. 5. Football game Nov. 6 will be broadcast on the BLUE.

BILL SMULLIN, president of KEIM Eureka, Cal., has been elected president of the Eureka Chamber of Commerce.

L. D. O'CONNELL, representative for Specialty Sales, WLW Cincinnati affiliate, has joined the Seabees.

ROBERT S. LEE has joined the sales staff of WWJ Detroit.

GEORGE F. STANDT has joined the sales staff of WJJD Chicago. He started in radio as an organist with WGN Chicago in 1925, and has been active in a sales and musical capacity with WHBF Rock Island, WEMP Milwaukee and WISH Indianapolis.

BUNTY FABIAN KEYSER, formerly of KSL and KUTA Salt Lake City, recently was appointed promotion and publicity director of KFRC San Francisco. She replaces Frances Sarcander, resigned.

WALT DENNIS, Chief of the News Bureau of NAB, and Mrs. Dennis, became the parents of a 6 lb. 7 oz. girl Oct. 14. They have two boys.

PAUL BEVILLE, local sales manager of WWL New Orleans, is the father of a girl.

McGeehan Named

LOREN WATSON, vice-president of Spot Sales, New York, Chicago and San Francisco representative, announces appointment of William McGeehan as manager of the Chicago office which is moving to larger space at 360 N. Michigan Ave. Mr. Watson, now in Chicago to begin progressive expansion of the organization both as a station representative and for the Associated Recorded Program Service, will go to Los Angeles shortly to open a branch there.

FORSTER M. COOPER, formerly in the sales department of WHBY Appleton, Wis., is now sales manager of WOSH Oshkosh, replacing Frank M. Stearns who has joined the staff of Press Assoc.

ROGER W. CLIPP, vice-president and general manager of WFIL Philadelphia, heads the events committee of the United War Chest drive in Philadelphia.

CARLETON SMITH, world traveler and former music editor of *Esquire* magazine, has been named music critic for the *Chicago Daily News*.

HARRY R. LUBCKE, director of Don Lee Television System, Hollywood, is on the East Coast for conferences.

DONALD L. PONTIUS, sales service supervisor of the MBS midwestern office in Chicago, has been inducted into the army and reports to Camp Grant, Rockford, Ill., Oct. 30.

LT. SEYMOUR N. SIEGEL, USNR, and former director of WNYC, New York's municipal station, and Nancy Davids, a public relations consultant, were married Oct. 13 at the Naval operating base, Norfolk, Va.

Shells for Servicemen

WITH shotgun shells so scarce and hard to get, Randy Merriman, m.c. of KSTP St. Paul all night show, *Overseas Special*, has been able to get his listeners to send in more than two thousand shells, and more coming daily, for servicemen home on furlough during the hunting season. The shells, some sent from as far as Montana, are sent to the service centers in St. Paul and Minneapolis for distribution.

EDDIE JANIS, formerly contact man, has been appointed West Coast manager of Broadcast Music Inc., succeeding Harry Engel, resigned.

ANTHONY J. KOELKER, manager of the publicity department of the BLUE central division, recently received a commission as a lieutenant (j.g.) in the U. S. Naval Reserve.

Biggar Takes New Post; Replaced by Chamberlin

GEORGE C. BIGGAR, who has been program director of WLW Cincinnati for the past five years has been promoted to a newly created position, details of which will be announced later, and Howard R. Chamberlin, assistant to Mr. Biggar for three years, has been named program director, according to an announcement by James D. Shouse, vice-president in charge of the broadcasting division.

Mr. Biggar at present is on special assignment for WLW and will assume his new duties upon his return. Program director of WLW since 1938, Mr. Biggar came to the station from WLS Chicago, where he had been continuity editor and program director for nine years. Mr. Chamberlain came to WLW in 1940. His radio career began 11 years ago as soloist at WELL Battle Creek, Mich.

WLW Names Griffes

A. R. GRIFFES, market analyst of WLW Cincinnati, has been named merchandising director, succeeding Beulah Strawway, leaving to join her husband, Kenneth Stauffer, chief of processed foods division, OPA, Washington. Mr. Griffes was formerly vice-president of Supremacy Products Inc., wholesale subsidiary of R. H. Macy Co., New York, and account and merchandising executive with J. Walter Thompson Co. and Young & Rubicam agencies.

RKO Retains Austrian

RALPH B. AUSTRIAN, recently a member of the planning committee of the WPB, has been retained by RKO Radio Pictures Inc., New York, as a consultant in the development of a radio broadcasting and television policy. N. Peter Rathvon, president of RKO, says that working out of RKO's New York office, Mr. Austrian will complete surveys and recommend media. Prior to his government work, Mr. Austrian was assistant vice-president of RCA Mfg. Co., in charge of sales and licensing of Photophone recording equipment.

Our Respects to

(*Continued from page 36*)

Nov. 1937, with additional supervision of KYA San Francisco, both owned and operated by Hearst Radio Inc. Working under handicaps which included sale of KEHE with transfer expected momentarily, he kept the station on a better than paying basis from November until the day in July 1939 when it was delivered to the new owner, Earle C. Anthony.

A month later Jack was again a sales manager, this time with KFWB Hollywood, where he remained until November 1942. In mid-January 1943 he took over his present post as vice-president and general manager of Worcester Broadcasting Corp. Seven months later on Sept. 1 a deal was negotiated whereby the station became a Pacific Coast basic affiliate of the BLUE.

Following the death of Warren B. Worcester, owner of KFMB, in late 1942, Jack took over his present post with option to buy the station. In July joint sale of the station to Mr. Gross and O. L. (Ted) Taylor, general manager of KGNC, Amarillo, Tex., and president of Taylor-Howe-Snowden group was consummated, subject to FCC approval. Jack had met Ted Taylor in May 1935 when enroute to the NAB convention at Colorado Springs. They became friends almost at once, and kept in close touch during the intervening years. They completed details of the joint purchase within recent months in New York. With FCC sanction, Jack's dream of 20 years will become a reality.

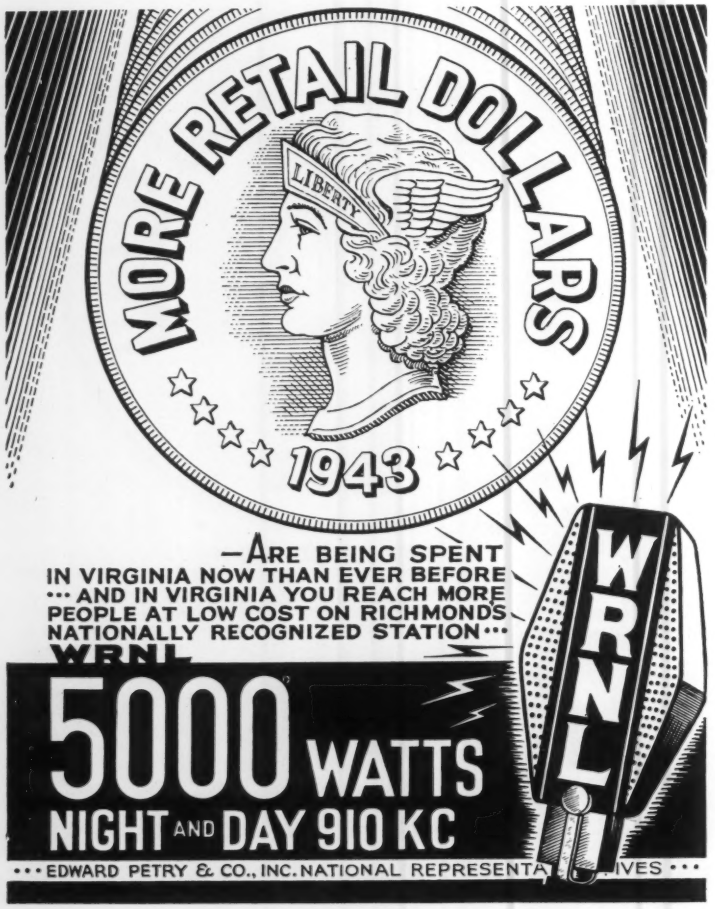
Jack has developed a keen knowledge and appreciation of both independent and network station operational problems, growing up with the radio industry as he did. Always interested in radio's selling angles, he was active in organization of the present NAB sales manager committee.

Excepting his Masonic affiliations—he is a 32nd degree Mason and Shriner—Jack's interests center in his home life and in radio. He admits no hobbies aside from being an ardent spectator of sports. Faint trace of a Southern accent he attributes to residence in Louisiana and Texas, and to his wife, Loretta Glazer, whom Jack describes as a typical Southern girl. He married her on March 4, 1928, in Fort Worth, Texas.

Jack and his family reside in Pacific Beach, just outside San Diego. And if you should hear music emanating from their house, chances are Jack would be playing a violin, with Jack Jr., 14, or Lawrence, 12, at the piano.

From Navy Bases

IN HONOR of Navy Week, Coca-Cola Co., Atlanta, is originating its *Spotlight Bands* program on the BLUE from Navy bases, starting with last Friday's show and ending Oct. 29 with a program featuring Ray Anthrade's Orchestra from Pearl Harbor. Agency is D'Arcy Adv., New York.



MAESTRO

Most stations with more than two studios find it convenient to have a master control room, containing racks of apparatus and a special custom-built control desk such as RCA has designed and built for many leading broadcasters.

Since these installations are "tailor-made," they can include exactly the facilities needed to meet a particular set of requirements.

Switching layouts included with such facilities are highly complex. The circuits involved require careful design. RCA engineers are experts at this. They have designed audio systems for major studios of all the networks.

The greatest part of the equipment installed in the New York studios of CBS, as well as NBC, has been furnished by RCA. Other notable RCA installations are at WGN and WLS, Chicago, WFAA, Dallas, WFBR, Baltimore, WWNC, Asheville, WIRE and WISH, Indianapolis, WJBO, Baton Rouge, WPTF, Raleigh, WTAG, Worcester.

From microphone to antenna, RCA offers the broadcast station *complete* equipment of coordinated design—assuring superior performance, maximum operating economy and convenience, and the advantages of an integrated system of matching units.

RCA BROADCAST EQUIPMENT

RCA Victor Division • RADIO CORPORATION OF AMERICA • Camden, N. J.

BEHIND the MIKE

CHARLES H. CRUTCHFIELD, program director of WBT Charlotte, N. C., has formally taken office as chairman of the public relations panel, Western North Carolina district, Office of Price Administration.

BOB BRIGHT, formerly with WCOS Columbia, S. C., has joined the announcing staff of WAAT Newark, N. J.

JOSE MAYOL, announcer and m.c. of *Pan Americana*, W55M Milwaukee, has been inducted into the Army and leaves on Oct. 25.

EARLE PUDNEY has been named assistant to program manager A. O. Coggeshall at WGY Schenectady, N. Y.

WILLIS ANN WEATHERHOLD has joined the news department of KMOX St. Louis.

WINIFRED LAW, manager of talent bookings and auditions for NBC, on Oct. 25 joins CBS as manager of the casting department. Eleanor Kilgallen will take over Miss Law's position at NBC.

MRS. JOHN J. SULLIVAN, formerly Viola Calder, assistant to Morris Novik, general manager of WNYC New York, is the mother of a girl born Oct. 13 at Doctors Hospital, New York.

LAST-MINUTE DETAILS for the weekly *Your Sunday Spectator*, on BLUE West Coast stations, were gone over by this agency-network-commentator quintet prior to initial broadcast of the series on Oct. 17. Kelite Products Inc., sponsors the quarter-hour commentary. Script-discussers (l to r) are Walter Arnold, BLUE announcer; Sam Hayes, commentator; Gayb Little, president of Little & Co., Los Angeles agency servicing account; Myron Elges and Duncan Jennings, network and agency account executives, respectively, for the Sunday program.

ROBERT PARTEN has joined the announcing staff of KMAC San Antonio.

FRED DARWIN has joined the announcing staff of WPEN Philadelphia.

WILLIAM ANTHONY FARREN, former NBC announcer, joins WFIL Philadelphia succeeding Al Stevens, now with transcription firm of Harry S. Goodman in New York.

MELVIN K. WHITELEATHER, news commentator of KYW Philadelphia, handling the Grove Labs. programs, leaves for an overseas war correspondent assignment. He was formerly a foreign correspondent for the AP in Germany.

JEAN HOWARD, formerly Calgary newspaperwoman, has joined Canadian Broadcasting Corp., Vancouver, as commentator on women's interests.

LADDIE DENNIS, former Toronto actor, has joined CKCL Toronto as announcer.

TOM HARGIS, former NBC Chicago producer, has joined the NBC Hollywood staff, replacing Dave Young who is now with Ruthrauff & Ryan Inc.

WILSON EDWARDS, former announcer of KHJ Hollywood, has been commissioned a lieutentant (j. g.) in the Navy.

BOB PHILLIPS, new to radio, has joined KWKW Pasadena, Cal., as announcer.

CHARLES BELT has been appointer assistant music librarian of KPAS Pasadena, Cal.

WILLARD HANES, former public relations director of Broadmoor Hotel, Colorado Springs, has been appointed publicity director of KMPC Beverly Hills, Cal.

GORDON JENKINS, Hollywood musical director of the weekly CBS *Judy Canova Show*, is composer of 37 musical numbers to be used in the 20th Century-Fox Film, "Woodrow Wilson".

CAROL BULKLEY, formerly of the CBS production department, has joined British Broadcasting Corp., New York, as personal assistant to Roy Lockwood, production director.

WILLIAM WESLEY, formerly with WOAI San Antonio, Tex., has joined the announcing staff of WAAF Chicago.

DOROTHY J. CRANE, of the WIND Gary program department, has joined the Women's Marine Corps and will report for service the first week in November.

MARX HARTMAN, announcer of KWKW Pasadena, Cal., has resigned to take a similar assignment on the weekly Mutual program, *Sherlock Holmes*.

LEONARD LANGLOW, formerly editor of *Tacoma* (Wash.) *Times*, has joined KIRO Seattle as news editor. Marjorie De Garmo has been added as station publicity director, replacing Mary Dolins who resigned to join her husband in Miami, Fla.

JOSEPH A. GRADY, announcer of WHAT Philadelphia, was promoted to program director of the station. Betty Chase returns to the announcing staff.

CHARLY EVANS, formerly of WJAS-KQV Pittsburgh, has joined the announcing staff of WING Dayton.

CBC Women Meet

FIRST conference of women commentators of the Canadian Broadcasting Corp. was held at Toronto Oct. 23-26, with Elizabeth Long, in charge of CBC women's interests, presiding. Program policy and content, broadcasting technique and women's interests for discussion on the air were discussed. Attending were Joan Marshall, CBA Sackville, N. B.; Monica Mugan, CBL Toronto; Joan Hinds, CBC Winnipeg office; Ethelwyn Hobbs, CBM Montreal; Joan Howard, CBR Vancouver; Eustella Langdon, CBM Montreal; Marcell Barthe, Montreal, in charge of French women's programs; Dr. Elizabeth Chant Robertson, CBC Toronto office, nutrition advisor.

Cassidy for Magidoff

ROBERT MAGIDOFF, NBC correspondent in Russia for four years, has returned to this country for a several months' vacation. Replacing him as NBC representative in Russia is Henry Cassidy, veteran newspaperman.

MARGARET ASHLEY, formerly in the radio continuity department of Blackett, Sample, & Hummert, Chicago, has joined the continuity department of WWL New Orleans. Lynn Williams has joined the announcing staff. He was formerly with WRR Dallas, KRMD and KWKH-KTBS Shreveport.

JAMES ARLEN, announcer at WWJ Detroit, is the father of a girl born Oct. 4.

CARL ERICKSON, formerly of WLW Cincinnati, has joined the staff of WWJ Detroit.

JACK KANE, former newspaperman, has joined the sports staff of WHEB Portsmouth, N. H.

TED BEEBE, alumnus of WEEI Boston Second School for Announcers, is now with WKNE Keene, N. H.

ADDITIONS to the announcing staff of WLW-WSAI Cincinnati are Jim Gaylord, formerly with WPAR Parkersburg, W.Va.; Tom Wade, formerly with WKRC Cincinnati; and Charles Black, from WBNS Columbus, Ohio.

LYNN COOK, formerly of KVOR Colorada Springs, has joined the announcing staff of WIRE Indianapolis. Walter Hogan, also formerly of KVOR, has joined the continuity dept.

WALLY (Windy) NEHRLING, veteran WIRE Indianapolis announcer, is the father of a boy.

LOUIS RIGSBEE, former chief announcer and continuity writer of WCNC Elizabeth City, N. C., has joined WJLS Beckley, W. Va., as program director. Ruth Nord has joined the writing staff, replacing Midge Lee.

FRED KNIGHT, announcer of WIBG Philadelphia, and Eleanor Osterberg of Yonkers, N. Y., were married in New York last week.

MARIAN SMITH has joined KSAL Salina, Kan., as traffic manager, replacing Mrs. Robert Adamson, who has returned to her home in Indiana.

BOB GOODMAN, former announcer-newswriter at KGEI San Francisco, is now in the Army special service.

JEAN BROWN has joined the continuity staff of WMT Cedar Rapids, Ia. She was formerly with WOC Davenport.

VINCENT PELLETIER, announcer formerly heard on *The Carnation Hour* on NBC, serves as narrator for Moose *Fireside Party* sponsored on Mutual by the Loyal Order of Moose.

ONLY WITH THIS

CAN YOU COVER WISCONSIN...

YOU CAN'T COVER WISCONSIN *Except* IN WISCONSIN WITH THE WISCONSIN NETWORK

It gives you direct access to the No. 1 Dairy State of the Union and the purchasing power from war contracts of over a billion dollars. Wisconsin is not part of any other "community." It's *not* influenced by any metropolitan station, or other regional or national network.

The Wisconsin Network's eight stations have their own loyal following. Each is a well-established local institution, with its own identity and influence. Every operating hour each station can be, and is, heard — not just when the weather is right.

This local acceptance of your product far outsells outside effort. Start the Wisconsin Network now. See the results for yourself!

WHBY Appleton
KFIZ Fond Du Lac
WCLO Janesville
WIBU Poynette-Madison
WRJN Racine
WHBL Sheboygan
WSAU Wausau
WFHR Wisconsin Rapids

WISCONSIN NETWORK, Inc.

MAIN OFFICE--WISCONSIN RAPIDS, WISCONSIN

XUM

EVER SEE A *LOCAL* SHOW PACK 'EM IN LIKE THIS?

MY KINGDOM FOR A COOK
CHARLES COBURN MARGUERITE CHAPMAN
"CLUB 1300" IRWIN ELLIOT & OTHERS
MY KINGDOM FOR A COOK
& BIG STAGE SHOW
COOL and COMFORTABLE inside
COOL
MY KINGDOM COOK

WFBR Proves it can be done...with "Club 1300"

And how WFBR proved it! People stood in line at the Hippodrome Theatre in Baltimore—just as they do waiting for the doors to open on "Club 1300" at WFBR's big modern studio. And that happens six days a week at WFBR!

It proves that local people like a local show . . . if it's *good!* And Baltimore has always been known as a tough town to "hit" in!

It proves that WFBR knows how to build a local show that can stack up with a national show.

It proves, too, that WFBR has a big, loyal, listening audience. An audience that likes the station and likes its shows.

And, it should prove to you, that WFBR is your station in Baltimore when you want to *concentrate* your radio efforts on the 6th largest city in the country!

VARIETY

IRWIN ELLIOTT AND HIS 'CLUB 1300' RADIO SHOW
With Roger Gallagher, Marion Dawn, Ken Williams, Curly Clements, Radio Rangerettes (3)
Comedy, Songs, Instrumental
14 Mins.
Hippodrome, Baltimore

Spotted in the a.m. stretch just before the start of the soap operas, Irwin Elliott has built for his 'Club 1300' on WFBR here a large following of substantial femmes. Taking its name from the station's numerical slot on the dial, daily air stint runs an hour and a half and mixes in everything from travesty, burlesque commercials and music to money giveaway via random phone calling. Elliott is the precocious marshal of the doings and dominates its every second.

In p.a. here and in some fast company of topflight vaude standards, Elliott measures up very well, and gives promise of more and a sesh of possibilities. He has an ambitious presence and a knack for timing a gag. Given the right material he ought to match up in faster company.

Pacing his stint here he clowns his way through the entire setup, splicing in vocals by Roger Gallagher and Marion Dawn, some smart foil-ing by Ken Williams and a sesh of hillbilly instrumental and vocal music by Curly Clements and a trio of guitar and bullfiddle-whacking femmes. He contributes a funny parody on 'My Blue Heaven' and throws in a bit of flip chatter he employs in making his money-giving phone calls over the ether. Gets results from strangers in the audience in addition to his air following, which is flocking in.

Burm.

Mildred Bailey's N...
With Jimmy...
Cafe...

AVAILABLE!

A SPECIAL ½ HOUR SHOW, ONCE A WEEK IN A GOOD NIGHTTIME SPOT, IS NOW AVAILABLE ON "CLUB 1300." WRITE FOR DETAILS!

STATION **WFBR** BALTIMORE

NATIONAL REPRESENTATIVE: JOHN BLAIR & CO.

XUM

HOWARD PETRIE, of NBC Hollywood, has resigned to free-lance. He is assigned to the weekly CBS *Garry Moore-Jimmy Durante Show.*

BOB JANES, formerly of KFAC Los Angeles, has joined KGO San Francisco, as announcer. He recently received a medical discharge from the Coast Guard.

GENE NORMAN, formerly announcer of WBX New York and WPAT Paterson, N. J., has joined KGO San Francisco.

ANDY SIJAKOVICH, in the transcription department of KHJ Hollywood, has been made junior announcer and assigned to the six-weekly *Swing to Victory Shift.*

LOU CROSBY, Hollywood announcer on the four-weekly BLUE *Lum & Abner* program, is the father of a girl born Oct. 13.

AL THOMPSON, musical director of KSAL Salina, Kan., has been inducted into the Army and is at Ft. Leavenworth awaiting transfer for basic training. Ed King, former KSAL announcer, has joined the staff of KFFA Helena, Ark. Norman Zancker, formerly of KFEQ St. Joseph, Mo., has joined the KSAL announcing staff.

THEODORE HAHN JR., associated with musical direction in Cincinnati for the past 30 years, has joined the production and program direction staff of WCKY Cincinnati.

BENJAMIN FEINER and Tony Kraber, both members of the CBS shortwave department for the past year, have been named program planning assistant and program operations assistant, respectively, to John Hundley, acting director of shortwave programs. Mr. Hundley is taking over the duties of William Fineshriber, who is assisting Douglas Coulter, CBS director of broadcasts, while Davidson Taylor is away on a war assignment.

Borroff in Charge

EDWIN R. BORROFF, vice-president in charge of the BLUE Central Division, announces that effective Nov. 1, Ell Henry, for the last year publicity director of WLS Chicago, will be in charge of the BLUE's Central Division publicity office succeeding Anthony J. Koelker, who has received a commission in the Navy.

SHIRLEY EDER, author, political commentator, and former actress, has taken over as Hollywood and Broadway reporter on the *63 Club* program on WMCA New York, replacing Jack Eigen, who reported for induction last week.

NAOMI ROSS FINE, formerly secretary in the sales promotion department of WABC New York and previously executive secretary of Intercollegiate Broadcasting System, has been named assistant to Sales Promotion Manager Jules Dundes. Station's all-night operations staff has acquired two studio assistants: Lincoln Scheurle, former CBS page, who replaces Colin Dawkins, and Allan Krassner, succeeding Robert Bell.

SIDNEY FISHMAN, former director of Research of WNEW New York, joins the promotion department of Mutual Oct. 25. His post at WNEW is taken by Alberta Curtis, who has been with Columbia U's Office of Radio Research for six years.

WALTER LAW, news writer and announcer of NBC's international department, has been named head of the English section, replacing Frank Nesbitt, now in the Navy. Mr. Law joined the Network's guest relations department in 1940 and a year later changed over to the international division.

NECESSARY TO WAR
Says Collingwood Of OWI Overseas Operations

FUNCTIONS of the OWI Overseas Branch are as necessary to military operation as physical warfare, Charles Collingwood, CBS war correspondent on leave from Africa and England, told BROADCASTING. While there is room for greater efficiency, it is doing "a very good job", said Mr. Collingwood.

In nearly three years with CBS, he said, the network has never attempted "the slightest restriction" on opinions expressed in his broadcasts. His earlier scripts were heavily censored by the military in Algiers, although the arrival of General MacClure resulted in much greater freedom, he said.

JACK RAYMOND has joined the announcing staff of WISN Milwaukee. He was formerly announcer of WEMP Milwaukee.

JIM DOWNING, former announcer for WENR Chicago, now an aviation cadet at Seymour Johnson Field, Goldsboro, N. C., is now producing *Cadet Hour*, weekly half-hour variety show, heard Thursdays at 8 p.m., originating at WGBR Goldsboro and fed to the Tobacco Network.

ROLLIE TRUITT, director of public relations for KGW-KEX Portland, Ore., has been named president of the newly formed Press Club of Portland. Jack Eichenberger, director of publicity and sales promotion, was appointed to the membership committee. Martin Woodward, formerly with KUJ Wala Wala, Wash., has joined the announcing staff.

DORIS ADLER has joined the program department of WOR New York replacing Dorothy A. Claras who has resigned.

RUSS RAYCROFT, former WGN Chicago producer now in the U. S. Maritime Service, and Frances Hart, employe of WGN's transcription department, were married Oct. 11.

JOHN MAGUIRE, formerly of WCAU Philadelphia, has joined the general service staff of KYW Philadelphia.

ROBERT L. OTTO, Cincinnati newspaperman, has been named morning news editor of WKRC. John Stinson, formerly reporter of WLW, Cincinnati, has also joined WKRC's news staff.

JOSE RODRIGUEZ and Sidney Sutherland, West Coast commentary team for three years, started a five-weekly quarter-hour program on the BLUE Monday Oct. 18.

LEAPING INTO HIS WORK with enthusiasm is John Watkins, announcer of WCKY Cincinnati. Watkins covered the Cincinnati Fire Prevention Week opening, and to make the picture complete, included an "in-the-air" description of a jump into outstretched net.

Cigarette Plans

BENSON & HEDGES, New York, has named Arthur Kudner Inc., New York, to handle advertising for Virginia Rounds, Parliament and other cigarette brands. Company will continue using programs in the New York area as well as news programs by Paul Schubert five weekly on six Mutual stations. No further media plans yet announced.

Won $13,000 Damages

AMOUNT won by Grombach Productions, New York, in its damage suit for $60,000 against Fred Waring, John O'Connor, Waring's manager, Grove Labs., and Stack-Goble Adv. Agency, was $13,000, not $30,000, as reported in the Oct. 18 issue of BROADCASTING. The $13,000 was won by the plaintiff in a retrial of the three-year-old suit in New York Supreme Court.

GOOD ENGINEERING

The basic foundation of
Every Successful Station

- Directional Antennas
- Allocation Engineering
- Frequency Measurements

COMMERCIAL RADIO EQUIPMENT CO.

Radio Engineers

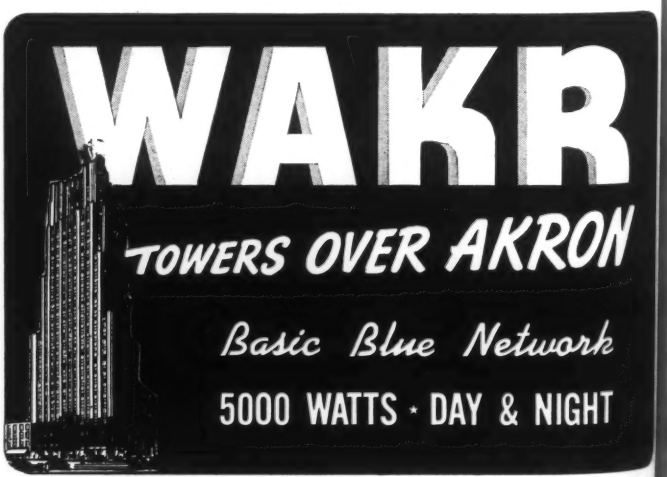
Everett L. Dillard, Gen. Mgr.,
Suite 315, Evening Star Bldg.,
Washington, D. C.

Robt. F. Wolfskill, Mgr.,
Plant No. 1,
321 East Gregory Blvd.,
Kansas City 5, Mo.

M. W. Woodward, Ch. Eng.,
Office of Chief Engineer,
7134 Main St.,
Kansas City 5, Mo.

George Taffeau, Mgr.,
1584 Cross Roads of the World,
Hollywood 28, California

Also Operating KC's Pioneer FM Station, KOZY



"kinship" *says Prof. Noah Webster*

denotes direct relationship as among members of the same family.

"kinship" *say Radio Time Buyers*

denotes WGN's relation to Chicago and the Midwest which results in greater sales.

Another reason why WGN leads all other major Chicago stations in volume of retail, local and national spot business.

EASTERN SALES OFFICE:
220 E. 42nd Street, New York 17, N. Y.
PAUL H. RAYMER CO.
Los Angeles 14, Cal.; San Francisco, Cal.

A Clear Channel Station

CHICAGO *50,000 WATTS* WGN *720 KILOCYCLES* ILLINOIS

MUTUAL BROADCASTING SYSTEM

TEN ORIGINALS OF POSTERS drawn by James Montgomery Flagg, Hugo Gellert, Gig Goodenow, Fred Chance, John De Groot and Bertram Zagid for CBS poster promotion campaign for its "Radio Personalities of the Hour" are studied by the Worcester Art Museum School. WTAG Worcester, CBS affiliate, worked out the idea, which included an arrangment with Filene's Department Store in which five full windows were devoted for a week to a display of a set of 47 posters illustrating the WTAG-CBS personalities and programs. Filene's used advertisements calling attention to its windows and WTAG publicised it on the air.

G-E Demonstrates Video

GENERAL ELECTRIC Co., has arranged with the *Albany Times-Union* to put on a television show from WRGB Schenectady studios on Friday, Nov. 5 showing how "Television Covers the News". There will be an inspection of the television and relay station, then dinner for the guests, followed by the television program. The powerful G-E television relay station is able to pick up and retelecast NBC programs from the Empire State Bldg., 130 miles away and 7,900 feet below the line of sight.

Rockefeller to Speak

NELSON A. ROCKEFELLER, coordinator of Inter-American Affairs, will be a guest speaker at the Export Advertising session of the National Foreign Trade convention Oct. 27 in New York, instead of Don Francisco, assistant coordinator, previously announced.

MAKING his first appearance on the Sealtest program on NBC since July 1 when he assumed active duty with the Coast Guard, Lt. Rudy Vallee will be a "guest" on the Oct. 28th broadcast, now entitled the Joan Davis-Jack Haley show.

A 50,000 watt audience at a 250 watt rate

C. E. HOOPER FOR JULY-AUGUST

...but don't take our word for it- *Look at the Record!*

MORNING INDEX MON. THRU FRI. 8:00 – 12:00 A.M.	A	WGRC	B	C
	13.7	26.4	38.5	20.6
AFTERNOON INDEX MON. THRU FRI. 12:00 – 6:00 P.M.	A	WGRC	B	C
	34.4	28.4	23.5	12.1
SUN. THRU SAT. EVENING INDEX 6:00 – 10:00 P.M.	A	WGRC	B	C
	34.5	20.3	35.8	8.3

WGRC *Mutual*

LOUISVILLE'S TRADING AREA =47% OF KENTUCKY'S POPULATION =57% OF ITS BUYING POWER

BURN-SMITH • *National Representatives*

Merchandising & Promotion

Letter of Welcome—Soil-Off Story—UP By-liners Publicity for Pronto—FM Newspaper

LETTER OF WELCOME to new Milwaukee residents is promotion idea of WTMJ *Milwaukee Journal* station. The mailing piece, telling of outstanding civic features, invites the newscomers to visit the station and see *Heinie and his Grenadiers* variety show. Guests are brought to the mike and introduced, the m.c. naming their home town so that they can perhaps locate others from there. Milwaukee Assn. of Commerce assists the promotion.

* * *

Sports Results

NBC affiliates in several cities are now supplying American Airlines with the latest football scores and sports results to be posted in the cabins of planes in flight for the information of the passengers. According to the arrangements between American and NBC's stations department, the sports news is sent from the station to the nearest Airline office and thence to the flight officer on the plane, where it is posted together with the call letters of the station supplying the material.

* * *

Soil-Off Story

HOW the Soil-Off Mfg. Co. grew from a housewife's kitchen laboratory to big West Coast distribution through use of KNX Los Angeles and the Columbia Pacific Network is told in an attractive two-color brochure illustrated with cartoons just issued by the CBS Pacific Network. On Sept. 27 Soil-Off doubled its schedule to six quarter-hours weekly.

* * *

Light Co. Promotion

ROCHESTER GAS & LIGHT Co., of Rochester, N. Y., has been initiating considerable promotion in Rochester for *Report to the Nation*, CBS Tuesday evening feature cosponsored by the electric light and power companies of the United States and heard in Rochester over WHEC. Prominent window display in the Gas & Electric building advertises the series as well as car cards, truck posters, and mail enclosures.

* * *

UP By-liners

UNITED PRESS has issued a file size folder of short career sketches of its members and correspondents who contribute to "the world's best coverage of the world's best news". Titled *UP By-liners*, the folder is divided into sections which contain the mimeographed sketches according to the part of the world in which the correspondent operates.

* * *

Publicity for Pronto

WPDQ, Mutual outlet in Jacksonville, Fla.. has issued a promotion piece about "Pronto's Progress" or the highlights in the young life of the station which was just one year old on Oct. 9.

WROK Publicity

CALLING attention to the Grove's cold tablets program, *Four Boys and a Song*, featuring the Golden Gate Quartet, a double page folder has been mailed to druggists by WROK Rockford, Ill. Piece suggests that druggist check his supply of the product and gain from the campaign by featuring prominent displays. A 17 x 22 inch broadside headed "Your Program Makes the News When it's on WROK" has also been released and is filled with samples of publicity obtained by the station for BLUE network shows.

* * *

Wonders of Future

RADIO WONDERS to come are the theme of a series of promotional trade ads for WCAU Philadelphia, beginning Nov. 8 on a bi-monthly schedule. Ads are modern in design, the copy previewing postwar miracles, such as "the aroma of fresh coffee by radio", or vitamins via airwaves. They are a deliberate departure from the statistical type radio trade ad.

* * *

FM Newspaper

FM NEWSPAPER will be issued by W55FM Milwaukee to local radio dealers and the trade on the occasion of the shift to its new call WMFM Nov. 1. The paper will contain pictures of some of the live shows emanating from W55M in addition to an editorial explaining the change in call letters and other promotional material.

* * *

Auto Booklet

H. V. KALTENBORN, NBC commentator, has written a 16-page booklet titled "America's Car Crisis," which is being distributed by service stations of the Pure Oil Co., Chicago, sponsors of Mr. Kaltenborn's program. Agency for the Pure Oil Co. is Leo Burnett Co., Chicago.

* * *

WCED Folder

PROMOTION folder released by WCED Du Bois, Pa., gives information on coverage of the station in North Central Pennsylvania as well as services offered and data on the area covered.

Gun Man

EVEN AFTER spending 10 years in radio, Bill Robbins, WCKY staff announcer, is entering the Army as a firearms expert, rather than as a radio man. Engaged in research on guns and ammunition for the past six years, Mr. Robbins is the author of a pocket handbook, *Firearms and Allied Subjects*, soon to be published. He is also the inventor of 22-calibre sub adapter for the Thompson machine gun, used for training purposes.

to lift another mist from the mind of man

War's necessity mothers tomorrow's blessing. War-born electronic devices which now strengthen and sharpen a war pilot's radio signal may, some happier tomorrow, guard the glory of a symphony.

Who knows the future of these discoveries which keep our pilots in clear communication, even through the deafening crackle of a tropical storm? Who knows what undreamed comforts, undreamed glories flicker in the electronic tubes? Or in any of the modern miracles so familiar to us at Sylvania?

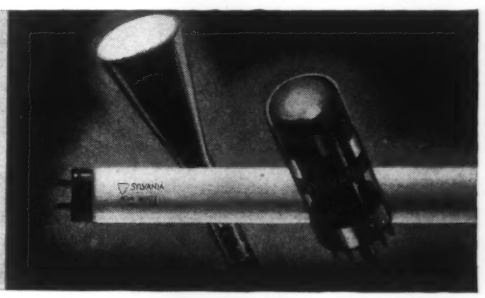
New sound for the ears of the world. New knowledge for the eyes of the world. More mists of ignorance swept away! Those are the potentials which inspire us, in everything we do, to work to one standard and that the highest known.

SYLVANIA ELECTRIC PRODUCTS INC.

EXECUTIVE OFFICES: 500 FIFTH AVENUE, NEW YORK 18, N. Y.

RADIO TUBES, CATHODE RAY TUBES, ELECTRONIC DEVICES, INCANDESCENT LAMPS, FLUORESCENT LAMPS, FIXTURES AND ACCESSORIES

IN ACTION ON THE HOME FRONT . . . Sylvania Fluorescent Lamps and Equipment are helping our war factories speed production. Sylvania Radio Tubes are helping bring information and entertainment to homes throughout the land. Sylvania Incandescent Lamps are serving long and economically in these same homes. As always, the Sylvania trade-mark means extra performance, extra worth.



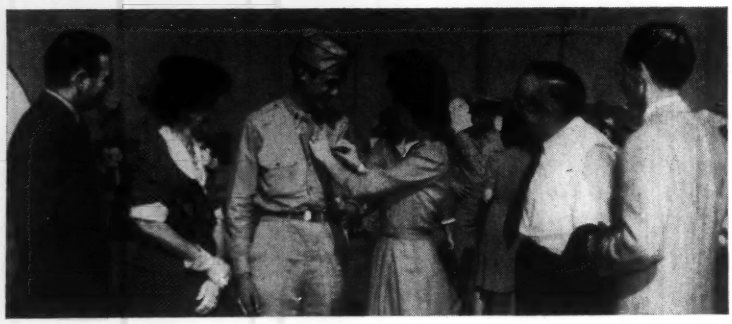
Studio Notes

SECOND in a series of special events broadcasts from the BBC in London was a talk by Nat Barrows, foreign correspondent, heard on WBZ-WBZA Boston-Springfield. He is a representative of the *Chicago Daily News* Syndicate. He spoke of the activities which have interested local soldiers overseas.

CANADIAN Broadcasting Corp. has requested WBZ-WBZA Boston-Springfield to relay several special programs to the Dominion. Among those already heard were: Agnes Smedley, author of *Battle Hymn of China*, and authority on China, who spoke from WBZ on the CBC *Peoples on the March* Series; and the inventor of the Garrand rifle, broadcasting from WBZA studios, also originated exclusively for CBC listeners.

WHEN the three principal water mains burst simultaneously in New London, Conn., WNLC, working in cooperation with the mayor's office and the health department broadcast information on where water rations could be obtained as well as fire warnings and health precautions. All network and local programs were interrupted to relay information to the public.

HARRY S. GOODMAN Radio Productions, New York, has taken over *To Whom It May Concern*, dramatic war series of WFIL Philadelphia for syndication. The programs are three-minute narratives, written and narrated by Edward C. Obrist, program director of WFIL, with two minutes remaining for sponsor identification and commercial message.



SILVER WINGS bring a broad smile to Second Lt. Martin C. Johansen, former KTAR Phoenix announcer, as his wife pins them on him after his graduation from Luke Field, Arizona. Sharing the fighter pilot's pride in the new wings are (l to r): Dick Lewis, KTAR manager; Lt. Johansen's mother; Johansen; his wife; Capt. Hans C. Johansen, U.S.A. (retired), his father; and Paul H. Raymer, representative firm head.

DESIGNED to promote a better understanding between the ration board and the people it serves is the KSAL Salina, Kans. *Civic Hour*. Members of the Salina ration board have been interviewed singly on the reasons and on the problems of cooperation.

CKCL Toronto is completing the building of two new studios and two new control rooms in a new addition to the main CKCL building.

WGRC Louisville, Ky., "the news station" and Mutual affiliate, celebrated its seventh year on the air Oct. 23.

WWJ Detroit has been broadcasting a one-minute prayer each day at noon since the war. New feature now is a prayer read at signoff, just before the national anthem.

MURRAY GRABHORN, manager of BLUE spot sales, has been elected president of the BLUE Athletic Assn. Other newly-elected officers are D. B. Van Houten, office manager, as vice-president; Robert Hennig, assistant treasurer, as treasurer, and Bertha Kurtzman, of the BLUE production staff, as secretary.

WFIL Philadelphia now provides audiences of the Translux newsreel theatre in Philadelphia with last minute headline news each hour. Trailer crediting the station is flashed on the screen during each newscast.

KXOK St. Louis, in cooperation with WSUN St. Petersburg, Fla., is broadcasting a series of transcribed interviews with St. Louis boys in the Merchant Marine stationed at St. Petersburg.

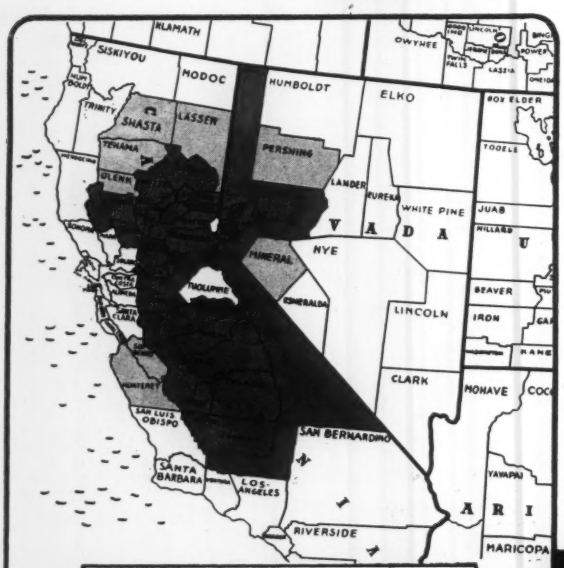
Chicago's Federal Court Drops NBC Trust Action

THE CIVIL SUIT against RCA and NBC, through which the Federal Communications Commission sought to force separation of NBC's Red and Blue networks, last week was dismissed in Federal Court in Chicago on a motion by the government's anti-trust division. The suit, filed in 1941, alleged that "by ownership of key radio stations and by use of exclusive contracts the NBC and CBS chains controlled 268 of the 800 commercial broadcasting stations in the country." The complaint stated that 50 of these stations were clear channel. Assistant U. S. Attorney General Daniel Britt said that the action was dropped because NBC, in having sold one of the networks (the BLUE), had complied with the government's demand. A similar suit against CBS was dismissed Oct. 11. The suits were filed, according to Britt, for the purpose of "breaking up the system of ownership and licenses by which the chains dominated broadcasting."

Film Studio's First

AN EXTENSIVE radio campaign is being lined up by Monogram Pictures Corp. for "Women in Bondage", marking the film company's first use of radio. No decision had been reached last week on the type of radio advertising to be used. Agency is Weiss & Geller, New York.

"QUICK! ANOTHER STAR IN THE FLAG"



PRIMARY COVERAGE
Cumulative Mail Map, according to N. A. B. Percentage Standards
INTENSE EXCELLENT

... for a new Radio "State" that includes most of California and a good share of Nevada. Its area exceeds that of Pennsylvania and Michigan combined. It equals Los Angeles in population; San Francisco in retail sales. It represents *primary coverage* provided *only* by

The Beeline...

CALIFORNIA'S BILLION-DOLLAR MARKET
and Western Nevada

Let the nearest Raymer man make a beeline to your office with our *new* Hooper ratings, contour maps and mail response facts...and get a quick picture of this *bee*-youtiful radio buy... a "sweet" package, at attractive new rates.

McClatchy Broadcasting Company
SACRAMENTO, CALIFORNIA
ROBERT A. STREET, *National Sales Manager* PAUL H. RAYMER CO., *National Representative*

Agencies

WALTER C. KRAUSE, former assistant director of the Radio Division, Office of the Coordinator of Inter-American affairs in New York, has joined the Chicago staff of McCann-Erickson as an account executive.

J. WALTER THOMPSON Co., Chicago, announces that radio and outdoor contracts will be handled by an enlarged media department headed by George Pearson. The department will continue to place newspaper and magazine contracts. A. G. Ensrud will continue as Mr. Pearson's assistant. Margaret Wylie heads the radio division, C. J. Keenan heads the outdoor division.

D. C. HIGHT, manager of the Detroit office of McCann-Erickson, is chairman of the public relations committee to acquaint citizens of Michigan with Detroit's projected $50,000,000 Medical Science Center of Wayne U. Among his associates are: Harry Bannister, general manager, WWJ; Leo Fitzpatrick, general manager and Mark L. Haas, educational director, WJR; Eric Hay, WJLB; Lee J. Smits, WXYZ; Richard Jones, CKLW Windsor, Ont.

MELVIN SINGER, formerly account executive of Foote, Cone & Belding, New York, has taken a similar post at Biow Co., New York.

LANGDON RYDER LITTLEHALE, assistant account executive of Ruthrauff & Ryan, New York, and Gladys B. Chandler, were to be married Oct. 23 at Christ Church, Short Hills, N. J.

ROBERT D. SPAHN, vice-president in charge of sales of Criterion Adv., has resigned to join M. H. Hackett Co., New York.

FOWLER HILL, who has handled public relations for the U. S. Attorney's office and was formerly with the *New York Times* and *Herald-Tribune*, has joined the publicity staff of J. Walter Thompson Co., New York.

PETERSON KURTZER has resigned as Chicago manager of Spot Sales, radio representatives. Loren Watson, executive vice-president, is in Chicago selecting new personnel in anticipation of the organization's expansion program.

DAVID J. KEPNER, executive in charge of the Florida Citrus Commission account at Benton & Bowles, New York, and Harold F. Douglas, in charge of the Can Mfgrs. Institute and *The American Magazine* accounts, have been named vice-presidents.

ED FOREMAN announces he is no longer associated with the John E. Pearson & Co., Chicago, station representatives.

Resnik Heads R-M-E

HARRY D. RESNICK has been elected president of Resnick-Miller-England Advertising Agency, in addition to his duties as treasurer. He replaces James W. Miller on leave to produce a series of civilian morale programs. There are also plans to extend the community hostess service, conducted by the R-M-E Agency. Hostess programs are now scheduled over WTIC Hartford, WJAR Providence, WTAG Worcester and other New England stations.

Biow Names Philippi

ROBERT L. PHILIPPI, public relations and advertising director of Union Oil Co. of California, Los Angeles, has resigned to join the Biow Co. as manager of the agency's new San Francisco offices to be established Nov. 1. Mr. Philippi was for 11 years associated with Lord & Thomas. Milton Biow, president of the agency, has returned to New York following conferences with Mr. Philippi and Calvin Kuhl, West Coast radio director.

H. W. Kastor Changes

BENJAMIN J. GREEN, assistant manager of the radio department of H. W. Kastor & Sons, Chicago, has been named manager to succeed Edward Aleshire, who has reported to Washington as a lieutenant (j.g.) in the U. S. Naval Reserve. Hal James will continue in charge of Kastor's radio department in New York, and Mrs. Jerre Wilds has been named traffic manager of the advertising company's Chicago office.

FRANK B. AVERY, formerly space and time buyer for Arthur Meyerhoff & Co., Chicago has been named merchandising director.

M. J. (MAX) McGEHAN, who joined Spot Sales Inc. in July, has been named manager of the Chicago office, in charge of sales for the midwest division, succeeding Peterson Kurtzer, resigned. Before joining Spot Sales, Mr. McGehan was associated with WIND Gary, in a sales capacity, and had previously served in the Radio Sales division of CBS as Wisconsin manager. William E. Walbaum is joining the station representative firm this week, having left WBBM Chicago where he handled local sales.

DANNY DANKER, vice-president of J. Walter Thompson Co., has returned to Hollywood following New York conferences.

KENDALL THURSTON, chief copy writer on the Sunkist account at Foote, Cone & Belding, New York, has been named a vice-president of the agency.

LEE STRAHORN, formerly in charge of the radio department of Foote, Cone & Belding, Chicago, has been placed in charge of production for all radio programs sponsored by the American Tobacco Co., New York, succeeding Jack Meakin.

HELEN F. BOND, formerly space buyer, radio director, time and talent buyer of Cowan & Wengler, New York, has joined the media department to handle contracts on space.

JEROME F. SEEHOF, formerly head copy, art and radio director with H. W. Kastor & Sons, Chicago, has joined the Sherman K. Ellis & Co., New York, as an account executive.

First on New York's Dial...570

wmca

America's Leading Independent Station

© Photo by Karsh from British Combine

"The Ceaseless Improvements in Wireless . . . Applied to the Arts of Peace . . ."

In these words Prime Minister Winston Churchill, addressing the House of Commons, referred to the future of the radio industry.

Television will be one of the greatest industries to emerge from the present conflict—one which will almost certainly parallel the expansion of radio after the First World War.

For many years the Allen B. DuMont Laboratories have pioneered in both the broadcasting and the reception phases of television. Today DuMont's station W2XWV in New York City is operating more days each week than any other station in this area.

DuMont's present efforts are dedicated to furthering the practical and technical experience of advertisers, advertising agencies and talent in this great new field of television.

ALLEN B. DuMONT LABORATORIES, INC.
515 MADISON AVENUE, NEW YORK, N. Y.

DUMONT

Studios of Television Station W2XWV

ROY IRVIN, account executive of Dana Jones Co., Los Angeles, has resigned to join Erwin, Wasey & Co. He is organizing a new industrial department for post-war activity.

CHARLES HOTCHKISS, radio director of Blackett-Sample-Hummert, Chicago, is conferring with James West, manager of agency's Hollywood office.

EVERETT C. BRADLEY has left Pedlar & Ryan, New York, where he served as account executive in charge of Camay, Chipso and Dash, to join Compton Adv., New York, in an executive capacity, assigned to the Ivory account. Jack House, radio traffic manager of Compton, is leaving to join the Navy as a lieutenant (j.g.).

WALTER G. EVERETT, account executive of Ted Bates Inc., New York, has been elected a vice-president in charge of the Continental Baking Co. account. Also recently elected vice-presidents are Edgar P. Small, in charge of media, and Clifford N. Parsells, in charge of research.

EARL BAILEY, vice president of Music Co. of America, has left the talent agency, where he handled radio, movie and dance band talent, to go into war work.

HARRY M. IRELAND, former executive advertising manager of MacFadden Publications, has joined J. Walter Thompson Co., New York, as account executive, and William J. Griffin Jr., previously with Lord & Thomas, has returned to JWT's copy department.

ARCADY LEOKUM, formerly of Foote, Cone & Belding, New York, has joined the copy staff of Lennen & Mitchell, New York.

KAY FISHER, formerly with The Walker Co., Chicago, effective Oct. 18 is a fulltime saleswoman for John E. Pearson & Co., Chicago.

Radio Advertisers

FALLS CITY BREWING Co., Louisville, has contracted to sponsor the 19-day Fall Race Meet at Churchill Downs, Ky., on WINN Louisville, Monday through Saturday, 1:30-5 p.m. National War Fund appeals are being substituted for commercial copy. Agency is Anfenger Adv., St. Louis.

WARD BAKING Co., New York, is sponsoring the BLUE local cooperative program entitled *The Mystery Chef* on WCBM Baltimore, not on WJZ New York, as erroneously reported in the Oct. 18 BROADCASTING. Ward presents the quarter-hour show five times weekly in Baltimore. Agency is J. Walter Thompson Co., New York.

DRUG TRADING Co., Toronto (independent druggists), has renewed the *Saturday Night Barn Dance* on CKNX Wingham and on Oct. 27 starts live spot campaign several times daily on CKPC CFCO CKOC CKCR CFOS CKTB CFRB CKNX. Account was placed by A. McKim Ltd., Toronto.

Yasha Frank's Firm

YASHA FRANK, formerly radio director of William H. Weintraub & Co., New York, and at one time with CBS, has set up a consultant service, with offices at 20 East 80th St., New York. With industry making further inroads into the show business, via radio, films and drama, primarily for meetings and conventions, Mr. Frank's new service is organized to advise industry on the use of these media.

MUTUAL BENEFIT Health & Accident Assn., Toronto, has started *Headlines*, transcribed five-minute programs thrice-weekly on 11 Canadian stations. Account was placed by Harry E. Foster Agencies, Toronto.

PHILCO Corp. of Canada Ltd., Toronto, has replaced *Our Secret Weapon* with *Eye Witness* weekly on CKAC Montreal and CFRB Toronto. Account was placed by Sayre M. Ramsdell Assn., Philadelphia.

DRUG TRADING Co., Toronto (independent druggists), starts on Nov. 2 *Public Opinion* on CKOC CFRB and CKCO, Wed. 9:30-10 p.m. Agency is A. McKim Ltd., Toronto.

AMERICAN BREWING CO., New Orleans, has revised three of its quarter hour spots on WWL New Orleans. At 6:45 p.m. on Mondays, Claire Nunn, piano stylist, is now heard. In the same spot on Wednesdays is *Talk of the Town*, featuring local night club singer, and war dramatizations. For the football season, Eddie Reed, former grid star, presents forecasts of the Saturday games in the Friday period.

S. & L. GUMP, San Francisco (gift store), new to radio, on Oct. 16 started sponsoring *The Crimson Shield*, weekly half-hour night program on KQW San Francisco. Program is devoted to the Red Cross Blood Bank and consists of dramatized stories of fighting men who have escaped death through administration of blood plasma. Contract is for 13 weeks. Agency is Knollin Adv. Co., San Francisco.

GRIN AUTO PRODUCTS Co., Los Angeles, in a test campaign to promote its new chemical carbon remover, Carbo-foe, is using 35 spot announcements weekly on KFVD. Contract, for 13 weeks, started Oct. 1. Agency is Glasser-Gailey & Co., Los Angeles.

OSCAR MAYER & Co., Chicago (packer), has begun sponsorship of three programs on WGN Chicago. Oct. 18, *Record Reveille*, a quarter-hour musical program, Mondays through Fridays; on Oct. 20, *Get Acquainted Neighbor*, a quarter-hour interview program with housewives, Mondays through Fridays (both for Yellow Band pork sausage); and on Oct. 23, a weekly half-hour transcribed western drama, *Lightnin' Jim*, (for Yellow Band liver sausage). All three contracts are for 52 weeks. Agency is Mitchell-Faust, Chicago.

BROWN'S BREAD Ltd., Toronto, on Nov. 1 starts *Sam Adams, Your Homefront Quartermaster*, thrice-weekly transcribed program on CFRB Toronto and may extend to other stations. Account was placed by McConnell Eastman & Co., Toronto.

HECKER Co., Los Angeles, to promote locally the newly imported Mexican Santo Tomas wines, is using 12 spot announcements weekly on KRKD. Agency is Barnes Chase Co., Los Angeles.

COLONIAL DAMES Corp., Los Angeles (cosmetics), on Oct. 11 started using six participations weekly in *Swing Shift News* on KNX Hollywood. L. B. Laboratories, Hollywood (hair oil), on that same date also started similar participations in the news period. Contracts are for 13 weeks. Glasser-Gailey & Co., Los Angeles, handles both accounts.

FOOTE BROS. GEAR & MACHINERY Corp., Chicago (help wanted) on Sept. 27-28 began sponsorship of spot announcements thrice daily six days a week for 13 weeks on Chicago stations WJJD WAIT WAAF. Agency is Duensing & Co., Chicago.

JACK NELSON, vice president and sales manager of the Rock-Ola Mfg. Corp., Chicago, has been appointed advertising and public relations chief of that concern.

Sure, we're the "Voice of the Textile South." But don't overlook our farmers. In our 22 county—3 state—area, they had a $93,000,000 cash income last year. It's gone up since, (so has their way-ahead preference for WSPA).

WSPA

Serving the Textile South from Spartanburg, S. C. 5000 watts day, 1000 watts night, 950 kc. Represented by Hollingbery.

CBS

SIMON ACKERMAN CLOTHES, New York, has renewed its contract with WABC New York for daily participations on Arthur Godfrey's program, after a preliminary test on that station. Firm continues on WHN and WINS. Agency is Ehrlich & Neuwirth, New York.

SARDIK Food Products, New York, processors of dried and dehydrated foods, has named Hill Adv., New York, to handle all advertising and promotion. Business papers and consumer campaigns in test markets will be used, but no radio is planned for the present.

COCA-COLA Bottling Co., Atlanta, has signed a contract to sponsor Cedric Adams quarter-hour Saturday evening newscast on WCCO Minneapolis, through D'Arcy Adv., St. Louis.

THE PORTLAND *Oregonian* has purchased the nightly news roundup *History in the Making*, which has been carried for three years by KEX Portland on a sustaining basis. Program is broadcast throughout the week from 11:30 p.m. to midnight, gives a complete summary of the day's war news, plus comments and background stories by AP, UP and INS writers.

SCHERING CORP., Bloomfield N. J., has appointed Irwin Vladimir & Co., New York, to handle foreign advertising for its drugs and pharmaceuticals. Radio will be used, but plans will not be completed for a month or so.

S. W. (Bill) BROWN Jr., formerly head of the radio department of Purina Mills, St. Louis, has been promoted to major and transferred from Camp Barkley, Abilene, Tex., to Ft. Sam Houston, San Antonio, where he will be in charge of the medical supply depot.

SPRAGUE WARNER DIVISION, Sprague Warner-Kenny Co., Chicago, has appointed Duane Jones Co., New York, to handle advertising for Richelieu grocery products. Richelieu coffee will receive the initial promotion. Media plans not set.

BAYUK CIGARS Inc., Philadelphia, on Nov. 5 renews for 52 weeks Sam Balter's *Sizing Up The News* on 72 Mutual stations, Mon., Wed., Fri., 8-8:15 p.m. Agency: Ivey & Ellington, Philadelphia.

PERSONNA BLADE Co., New York, has named Wesley Associates, New York, as agency for razor blades. Station is currently on WJZ New York.

INTERSTATE BREWERY Co., Vancouver, Wash., has named Ruthrauff & Ryan, Seattle, as agency for Lucky Lager beer.

ENTERPRISE FOUNDRY Co., Sackville, N. B. (ranges), has started a radio campaign on stations in Eastern Canada. Account is placed direct.

"Honorable lookout was busy listening to WFDF Flint Michigan, Sir."

WESTERN CANADA FLOUR MILLS Co., Ltd., Toronto (Pioneer Feeds), has started thrice weekly farm newscasts on a large number of Canadian stations. Account was placed by A. McKim Ltd., Toronto.

OGILVIE FLOUR MILLS Co., Ltd., Montreal (Miracle Feeds), has started a transcribed program on 23 Canadian stations. Account was placed by J. J. Gibbons Ltd., Montreal.

NORTHWESTERN Theological Seminary, Minneapolis, on Oct. 17 renewed its series of half-hour inspirational talks and music programs for 52 weeks on WTCN Minneapolis and 17 North Central Network stations. Agency is George C. Hoskins Associates, Chicago.

CARSON, PIRIE, SCOTT & Co., Chicago (department store), on Oct. 10 began sponsorship of a Sunday evening quarter-hour program titled, *Distinguished Guest Hour*, on WGN Chicago. Extension of the 13-week contract is planned. Agency is Smith, Benson & McClure, Chicago.

S. R. H. Corp., New York, has named Wesley Associates, New York, for "Indorables", and "Outdoorables", women's leisure wear. No decision on radio for several months.

GRADIAZ, ANNIS, Y Cia, Tampa, Fla. (cigars), has named Joseph Katz Co. New York, as agency. No radio contemplated for the present.

GOTHAM HOSIERY, New York, has named Sterling Adv., New York, as agency. The sponsor recently resumed Mutual program.

BOND CLOTHES, New York, to advertise its line of women's apparel is sponsoring the Sunday and Tuesday night concert program, *Symphony Hall*, on WQXR New York. Program is heard nightly, 8-9 p.m. Agency is Neff-Rogow, New York.

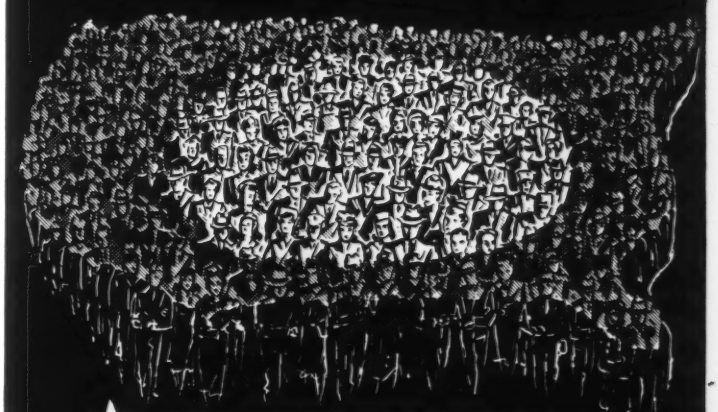
MORRIS PLAN BANK of Atlanta is sponsoring *News Features* Monday through Friday, 6-6:15 p.m., on WGST Atlanta. Contract is for 13 weeks. Haverty Furniture Co., Atlanta, is sponsoring *Songs of Good Cheer* every Saturday, 9:15-9:30 p.m. Contract is for 39 weeks. Gordy Tire Co., Atlanta, during the football season is sponsoring *Touchdown Talk*, football roundup, heard Saturdays in the 9:45-10 p.m. spot. Rich's Inc., Atlanta, has started a show especially for school children titled *News for Young Atlantans*, Monday and Friday, 10-10:15 a.m. Gold Shield Laundries, Atlanta, are sponsoring five newscasts weekly. *Smilin' Ed McConnell* Sundays at 10:15 p.m., and a musical show Monday through Friday, at 4 p. m., titled *Notes & Nuggets*. Southland Coffee Co. (Bailey's Supreme coffee), has contracted for 52 weeks the transcribed *Korn Kobblers* series Thursdays at 6:30 p.m. and Saturdays at 9:30 p.m.

IRENE WIGTON Co., Hollywood (leg cosmetic), adding to its present schedule on Oct. 16 started a weekly five-minute program, *Record of the Week*, on KNX. Contract is for 52 weeks. Firm also sponsors a thrice-weekly quarter-hour participation in *Make Believe Ballroom* on KFWB, and utilizes a spot announcement schedule on KFMB KJBS. Clarence B. Juneau Agencies, Los Angeles, has the account.

GROVE LABS., St. Louis (cold tablets), is using spot announcements on 20 Canadian stations. Monday through Friday. Account was placed by Russel M. Seeds Co., Chicago.

CREAMETTE Co., Minneapolis (Creamettes & macaroni), is sponsoring a test campaign of participations on KDKA Pittsburgh and a quarter-hour program five days a week on WWVA Wheeling, W. Va. Campaign is for an indefinite period. Agency is Rogers & Smith, Chicago.

WHAT EVERY RADIO ADVERTISER SHOULD KNOW!



★ THE MEMPHIS MARKET

IS

Twelfth in the Nation

IN PEOPLE!

★ The Memphis Market, first in the South, is America's 12th largest trade area in population. Consisting of more than 2½ million people, the Memphis Market is truly big—big in people, big in buying power.

★ WMC, pioneer radio station of the Mid-South, dominates this Memphis Market.

★ Member of SOUTH CENTRAL QUALITY NETWORK
WMC-Memphis
WJDX-Jackson, Miss.
KARK-Little Rock
WSMB-New Orleans
KWKH-KTBS-Shreveport

WMC
MEMPHIS, TENN.
5,000 watts
DAY AND NIGHT
★ NBC NETWORK ★

Represented by THE BRANHAM CO.

Owned and Operated By THE COMMERCIAL APPEAL

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WOR New York

Hawaiian Pineapple Co., San Francisco (Dole Pineapple products) 5 *sa* per wk, 52 wks, thru N. W. Ayer & Son., N. Y.

Dugan Bros. of N. J. Inc., Newark (100% Whole Wheat products), 5 *sa* per wk, 52 wks, thru Chas. Dallas Reach Co., Newark.

Blue Moon Foods Inc., Thorp, Wis. (cheese specialties), 6 *sa* per wk, 13 wks, thru Reincke-Ellis-Younggreen and Finn, Chicago.

Best Foods Inc., New York (Hellmann's Mayonnaise, Nucoa Hecker's Flour), 5 *sa* per wk, 52 wks, thru Benton & Bowles, N. Y.

Consolidated Cigar Corp., New York (Dutch Masters Cigars), 3 *ne* per wk 52 wks, thru Edwin, Wasey & Co. N. Y.

U. S. Aluminum Co., Bridgeport, Conn. (recruit workers), 3 *sp* weekly, 13 weeks, thru Walter W. Wiley Adv., N. Y.

Quaker Oats Co., Chicago (Ful-O-Pep poultry and feeds), *t* weekly, 30 weeks, thru Sherman & Marquette, Chicago.

KHJ Hollywood

Golden State Co., San Francisco (Golden V. milk), 5 *ta* weekly, 52 weeks, thru BBDO, San Francisco.

W. H. Y. & Kevo Products Co., Azusa, Cal. (beverages), 2 *sp* weekly, thru Barton A. Stebbins Adv., Los Angeles.

Lockheed Aircraft Corp., Burbank, Cal. (institutional), 5 *sp* weekly, 52 weeks, thru Foote, Cone & Belding, Los Angeles.

Ever-Dry Corp., Los Angeles (deodorant), 8 *sa* weekly, 4 weeks, thru Glasser-Gailey & Co., Beverly Hills, Cal.

Vess Beverage Co. St. Louis, Mo. (Cleo Cola), 3 *ta* weekly, 17 weeks, thru Russel C. Comer Adv. Co., Kansas City, Mo.

KFAC Los Angeles

Airport Ground Schools, Los Angeles (instruction), 7 *t* weekly, 52 weeks, thru West-Marquis Inc., Los Angeles.

KMPC Beverly Hills, Cal.

Barbara Ann Baking Co. Los Angeles (bread), 3 *t* per wk, 52 wks, thru William Scholts Adv., Los Angeles.

Ben Hur Coffee, Los Angeles (coffee) 16 *sa*, thru Barton A. Stebbins Adv., Los Angeles.

Golden State Co., San Francisco, (dairy products), 5 *sa* per wk, 52 wks, thru BBDO, San Francisco.

Dr. W. B. Caldwell Inc., Monticello, Ill. (proprietary), 5 *sa* per wk, 52 wks, thru Sherman & Marquette, Chicago.

French Kitchen Foods Corp., Los Angeles (spaghetti sauce) 2 *ta* per wk, thru Elwood J. Robinson Adv., Los Angeles.

Colgate-Palmolive-Peet Co., New York (soap), 14 *ta* per wk, thru Leon Livingston Adv., San Francisco.

WNEW New York

Linhall Co., Minneapolis (Chic Permanent Wave), 3 *sa* weekly, 13 weeks, thru McCord Co., Minneapolis.

D'Arrigo Bros., Boston (Andy Boy Broccoli, Celery, etc.) 3 *sa* weekly 26 weeks, thru Chambers & Wiswell, Boston.

I. J. Fox New York (furs), 21 *ta* weekly, 26 weeks, thru Lew Kashuk, N. Y.

Doc Greiner, New York (used cars), 25 *sa* weekly, 8 weeks, thru J. R. Kupsick Adv., N. Y.

N. Y. Auto Exchange New York (used cars), 25 *sa* weekly, 8 weeks, thru J. R. Kupsick Adv., N. Y.

Quaker Oats Co., Chicago (Aunt Jemima flour), 3 *sa* weekly, 26 weeks, thru Sherman K. Ellis & Co., Chicago.

Mentholatum Co., Wilmington, Del. (Mentholatum) 3 *sa* weekly 52 weeks, thru J. Walter Thompson Co., N. Y.

WIND Gary

Walgreen Drug Co., Chicago, 6 *ne* weekly, 52 weeks, thru Schwimmer & Scott, Chicago.

Newart Co., Chicago (clothing), *t* weekly 8 weeks, thru Malcolm-Howard Adv., Chicago.

Ford Hopkins Co., Chicago (cold tablets), 30 *sa* weekly 26 weeks, thru H. W. Kastor & Sons, Chicago.

KPAS Pasadena, Cal.

McKesson & Robbins, Bridgeport, Conn. (Bax vitamins), 6 *ta* weekly 34 weeks, thru Ivey & Ellington, N. Y.

Radio Print Show, Beverly Hills, Cal. (stationery), 6 *t* weekly, 6 weeks, thru Northwest Radio Adv. Co., Seattle.

Corley Diet Foods Co., San Francisco (health foods) weekly *t*, thru Rhoades & Davis Adv., San Francisco.

KFRC San Francisco

Acme Breweries, San Francisco, 5 *t* weekly, 52 weeks, thru Brisacher, Davis & Van Norden, San Francisco.

Standard Brands, New York (Standard Brands) 5 *ta* weekly, 8 weeks, thru Ted Bates Adv. Agency, N. Y.

Langendorf United Bakeries, San Francisco (bread), 5 *ta* weekly, 13 weeks, thru Ruthrauff & Ryan, San Francisco.

O'Connor Moffatt Co., San Francisco (department store), 6 *ne* weekly, 13 weeks, thru Ruthrauff & Ryan, San Francisco.

Golden State Co., New York (milk products) 4 *ta* weekly, 52 weeks, thru BBDO, N. Y.

Mother's Cake & Cookie Co., Oakland (cakes and cookies) 5 *ne* weekly, 13 weeks, thru Emil Reinhardt Adv. Agency, Oakland.

KFI Los Angeles

Link Aviation Devices, New York (Link trainer), weekly *sp*, 10 weeks, thru Craven & Hedrick, N. Y.

John Morrell & Co., Ottumwa, Ia. (Red Heart dog food) 3 *ta* weekly, 18 weeks, thru Henri Hurst & McDonald, Chicago.

Nehi Corp., Columbus, Ga. (Royal Crown Cola), 6 *sa* weekly, 52 weeks, thru BBDO, N. Y.

American Chicle Co., Long Island City, N. Y. (gum), 7 *sa* weekly, 13 weeks, thru Grabt Adv., N. Y.

Golden Age Corp., Los Angeles (macaroni), 7 *ta* weekly, 13 weeks, thru Hillman-Shane-Breyer, Los Angeles.

North American Aviation Corp., Inglewood, Cal. (employment), 5 *sa* weekly, 13 weeks, thru BBDO Hollywood.

WLS Chicago

Vapo Cresolene Co., New York (vaporizers), 3 *sa* weekly, 13 weeks, thru Irwin Vladimir & Co., N. Y.

Ethyl Corp. New York (gasoline), 3 *sa* weekly, 13 weeks, thru BBDO, N. Y.

Harvey Restaurant Chicago. 3 *sa*, thru George H. Hartman Co., Chicago.

Hulman & Co., Terre Haute (Clabber Girl Baking Powder), 4 *sa* weekly, 52 weeks, thru Pollyea Adv. Co.

Heidelberg Restaurant Chicago, 6 *sa* weekly, 52 weeks, thru Sorensen & Co., Chicago.

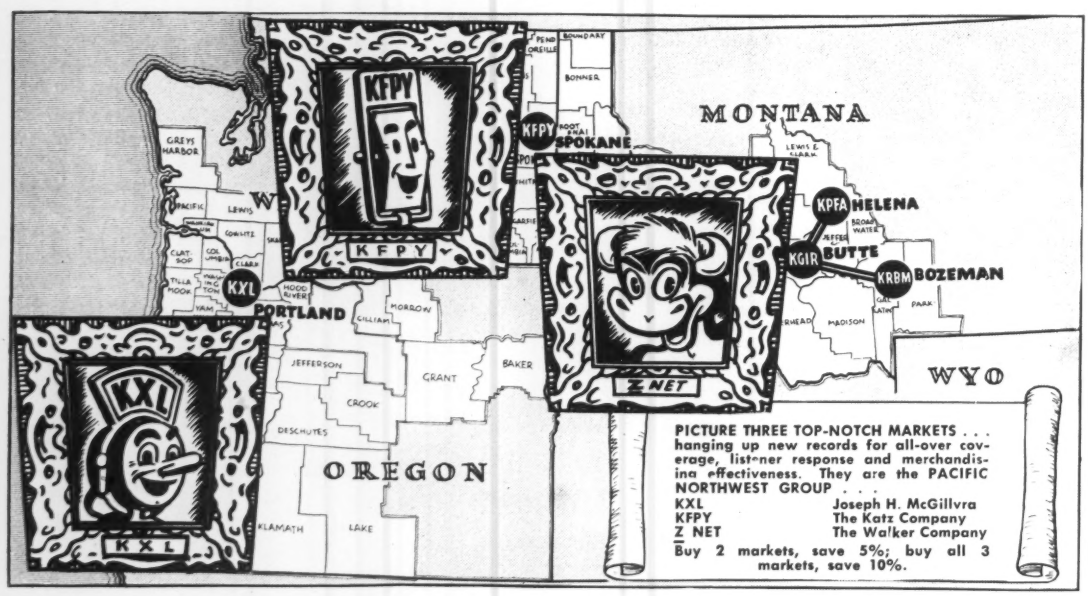
Starline, Inc. Harvard Ill. (barn equipment), 3 *sa* weekly, 13 weeks, thru L. W. Ramsey Co., Davenport.

KPO San Francisco

Albert S. Samuels Co., San Francisco (jewelers), 1 *sp* weekly, 52 weeks thru Frederick Seid Company, San Francisco.

Acme Breweries, San Francisco (beer), 4 *t* weekly 13 weeks placed direct.

American Express Co., New York (express service), 1 *sp* weekly. 13 weeks thru The Caples Company, N.Y.



RadioGrowthCited In Survey by Bank

Wartime Newspaper Growth Held at All-Time High

NEWSPAPER circulation in the United States, estimated at 43 million daily has reached an all time high, according to an analysis issued last Friday by the New York Trust Company, in its quarterly publication, the *Index*.

In summarizing the importance of the newspaper business to the national economy, the analysis brought out that newspaper reading, well established in peacetime, received further stimulation when war started in Europe, with gains in circulation that have been maintained.

Competition Cited

The competiton of radio to newspapers was covered in the report, which cited that in 1942 advertising and circulation revenues were estimated at 850 to 900 million dollars, of which circulation contributed some 40%.

"Newspapers must compete, however, not only with each other but with all other advertising media," the report continues. "Newest and most agressive of competitors is the radio, established as an advertising medium only about two decades. In 1928, newspaper income from advertising amounted to 760 million dollars and radio had only 20 million dollars, or less than 2% of the total shown in the chart on advertising expenditures.

Radio advertising, at 40 million dollars was nearly 4% of the total, while newspaper advertising aggregated 800 million dollars in the banner year of 1929. By 1942, radio advertising had risen to 245 million dollars, or 25%, as against the newspaper figure of 580 million dollars.

"It would be erroneous, however, to conclude that all the gains of radio were made solely at the expense of the newspaper. Since 1933 the trend of both has been generally upward although more erratic in the newspapers. Radio rates have been advanced in many instances and may account for some of the higher volume. Many local stations have been added in the past 15 years; they provide 'spot coverage' like a newspaper, and have undoubtedly taken away a subtantial amount of advertising from the community daily, but national advertisers, while large users of the radio, obviously value what the newspaper offers.

"The newspaper industry today has achieved the triple role of purveyor of news, interpreter and advertising medium. The relationship which exists between the newspaper and its readers is singularly close and intimate, an advantage of great value to the publisher who knows how to evaluate it.

"There is every reason to believe that the nation's 43 million newspaper readers prefer a free press."

CHILDREN SPEAK THE NAME

Canadian Dept. Store Uses Youngsters' Program To Reach Buyers at Local Homes

DAILY institutional radio programs are sponsored by the Hamilton, Ont. branch of T. Eaton Ltd., Canadian department store chain, to keep its name alive in the absence of direct merchandising, ruled out by the war.

Eaton's advertising is based on a policy of linking the store with community interests. Its radio schedule consists of a six-weekly news commentary by Dr. E. T. Salmon of McMaster U, and the weekly Eaton Good Deed Radio Club, in which young people of the city express their talents.

The store uses its Radio Club as a means of getting children to repeat Eaton's name in the homes. More than 10,000 theater passes and an equal number of studio passes are given out in connection with it.

Interest is maintained through the telling of the weekly "good deed", and the award of a Gold Star Pin and a 15-jewel wrist watch. Club membership through the years—Eaton's has used radio since 1933—totals more than 80,000, and 1,200 Gold Star pins have been given out.

Personnel of T. Eaton Co. handles the show which includes a "Good Deed Club" orchestra, and a chorus of 30 voices in addition to the amateurs. Special events during the season bring as many as 5,000 children to the October Hallowe'en party in Hamilton's Palace Theatre, the late November Santa Claus show, February Valentine get-together, March birthday celebrations and the April "Scouts" show.

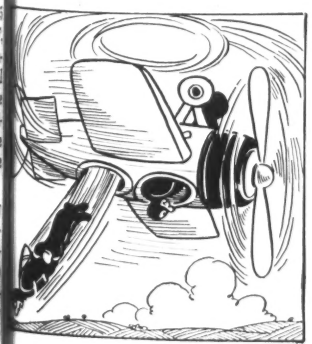
Eaton's Good Deed Club is still operated by the originators of the idea, and the same m.c. has done the announcing throughout the entire period. Program has a fully cast variety show which now visits nearby servicemen's camps.

Dr. Salmon's news commentary began in April 1941 to supplement the well known children's program. Dr. Salmon was for many years in the Orient and Europe, and was formerly with the British Embassy staff.

Radio Listening Shows Increase During Autumn

CONTINUING an upward trend, the program rating average shown in the Hooper "National" Program Ratings Report of Oct. 15 is 4% greater than that of the preceding report, and the average number of sets-in-use is up 2%, the available audience also showing a slight increase. The report discloses that President Roosevelt's six-minute broadcast Oct. 5 received a rating of 37.4.

Bob Hope leads the list of the "First 15", with Fibber McGee & Molly in second place and Charlie McCarthy in third. The balance of the list follows: Mr. District Attorney, Aldrich Family, Radio Theatre, Walter Winchell, Frank Morgan-Fanny Brice, Bing Crosby, Kay Kyser (first half hour), Screen Guild Players, Joan Davis with Jack Haley, Durante-Moore-Vagat, Eddie Cantor, Kate Smith. Red Skelton leads the programs broadcast after 10:30 p.m. and therefore not measured in the Eastern Time Zone.



"Never mind, Bill—WFDF Flint Michigan says we control the air over this sector."

KFQD, Anchorage, is the oldest station in Alaska (May, 1924). It is located in the heart of Alaska's population and serves the largest city and army camp in the territory.

Anchorage is the headquarters of the Alaska Railroad, Alaska Airlines,* Civil Aeronautic Authority, Alaska Defense Command and many other major industries of Alaska.

To cover war-teeming Alaska, you must use KFQD whose 1000 watts on 790 kc. blankets this metropolitan-defense area.

*Government figures show that the Anchorage municipal airport handled in one month recently 7,695 airplane landings and departures. This exceeded the air travel handled by LaGuardia (NY), Los Angeles, San Francisco and many other airports for the same period.

790 KC KFQD 1000 W

ALASKA BROADCASTING CO.

Nat. Rep.: Pan American Broadcasting Company

Power AND POPULARITY

WCAO

The Voice of Baltimore

5,000 WATTS DAY and NIGHT

☆ 600 KC ☆

The Basic Columbia Outlet for Maryland

PAUL H. RAYMER CO.

National Sales Representative

New York · Chicago · San Francisco · Los Angeles

70th

• For the 70th consecutive month WAPI leads all other Birmingham radio stations *combined* in total national spot quarter hours.

Ask Radio Sales why WAPI is this unfailing first choice of experienced advertisers.

PERCENTAGE OF NATIONAL SPOT QUARTER-HOURS DURING THE WEEK OF OCTOBER 2, 1943:

WAPI	72.6%
Station B	19.0%
Station C	8.4%

WAPI BIRMINGHAM
The Voice of Alabama
COLUMBIA NETWORK
Represented nationally by Radio Sales

Four Disc Firms Sign Pact

(*Continued from page 9*)

with agreements voluntarily arrived at between the parties the sole function of the panel or the board "is to determine whether the agreement involves a wage or salary adjustment requiring the approval of the board, and if so whether the adjustment can properly be approved under the national wage stabilization program." Since the World-Decca agreement providing for any more favorable terms granted to other companies, the panel delayed action on it pending the completion of the general agreement, but will not report to the WLB on the money payments to be made to the AFM under both agreements, he said.

Socolow Thanks Panel

In a brief speech of gratitude to the panel members for their "patience and wisdom" in handling the dispute, A. Walter Socolow, attorney for the transcription companies, said that while there are a number of things in the contract his clients "are not happy about," they were pleased that, for the first time in the history of their dealings with the AFM they had achieved a bilateral agreement and not just a license. He expressed regret that the AFM refusal to allow a division of its contract between transcriptions and phonograph records by any company had forced NBC to withdraw from the transcription negotiations.

James C. Petrillo, AFM president, also thanked the panel for its patience and said that the AFM was happy in getting employers to recognize the principle for which the union has been fighting and their agreement to pay money into the union's employment fund. He said that the union welcomed the suggestion of an advisory board representing the public, adding that the books would be open for inspection at all times. "We have nothing to conceal and therefore nothing to fear," he declared.

Lasts Two Years

One of the major criticisms levied against the World-Decca contract by the other transcription companies was its lack of any assurance that the AFM would not upset the agreement at any time by demanding an increase in the former wage scale. The new contract contains the AFM's agreement "that the wage scales for the services of our members which were in effect July 1942 (last time that AFM members were employed in recording) shall be continued without change for a period of two years from Oct. 20, 1943."

New contract also provides that if either party desires to change the wage scale for the period from Oct. 20, 1945, to Dec. 31, 1947, termination date of the contract, written notice shall be given not later than April 20, 1945. If negotiations fail to produce an agreement on the new scales within the six-month period, either party shall have the right to terminate the agreement as of Oct. 20.

Milton Diamond, attorney for Decca Records, told BROADCASTING he had already arranged with Mr. Petrillo for the insertion of such a clause in the Decca-World agreement. He cited a letter written by the union president to Decca Records on Sept. 28, to "confirm my assurances to you that I shall recommend to the executive board of the AFM at its meeting to be held in New York on Oct. 20" that the scale shall not be changed for two years from that date and further

Suit Against RCA-NB Is Ordered Dismisse

DISMISSAL of the anti-trust su brought by Mutual against RC and NBC seeking triple damag under provisions of the anti-tru laws to recover for damag claimed by operation of NBC R and BLUE networks by one co cern was authorized Oct. 21 Federal Court in Chicago by Jud John P. Barnes. Alleged damag were $3,425,000, of which thr times this amount plus reasonab attorneys fees and costs we asked.

Andrew C. Hamilton of Kir land, Fleming, Green, Martin Ellis, representing the plaintiff presented the following stipulatio to the Court: "It is hereby stip lated and agreed by the betwee parties to the above entitled ca by their respective attorneys th the above entitled cause may dismissed without cost as to a of the parties thereto. All co having been paid. Dated Oct. 1943."

Plaintiffs were MBS, WGN Ch cago, WOR New York, WOL Wa ington, WGRC Louisville, KW St. Louis and WHBF Rock Islan

providing for review of the sca six months prior to the expiratio of that period. Mr. Petrillo in th letter pledged himself to "unde take to use my best efforts to s cure approval by the National E ecutive Board" of these provisio

Mr. Diamond said that duri his negotiations with the AFM f Decca and World he had suggest that representatives of the pub participate in the fund's admini tration and had received the union assurance that this would be a ranged, but that he had not thoug it necessary to include this pro sion in the written contract.

Agreement signed by the fo companies last week provides th the AFM "will use the 'emplo ment fund' described in this agre ment only for the purposes of fu tering and propagating music culture and the employment by of live musicians, members of t Federation, for the rendering live music."

It also provides that the fu shall be kept separate from oth AFM moneys, that no part of shall be used to pay salaries AFM officers or for any other pu pose than the foregoing, exce

San Diego's NEW! K BLUE Network OUTLET FMB

. . . All that's needed to cover San Diego and San Diego County. A CONCENTRATED trade area where 90% of the 500,000 civilian population lives within 15 miles of metropolitan San Diego!

JACK O. GROSS
GENERAL MANAGER
W. G. RAMBEAU CO.
NATIONAL REPRESENTATIVES

that up to 5% of the fund may be used for its administration, and if administrative expenses exceed 5% the AFM shall meet these additional costs from its own treasury.

Union further, under the new contract, agrees to consult with an advisory committee of two persons selected by the chairman of the National War Labor Board or, if the WLB is not in existence for the length of the contract, successor appointments shall be made by the Secretary of Labor. The committee, however, "shall have no power to vote," the contract states.

Membership Clause

In another new provision in the contract signed last week that was not in the Decca-World pact, the union agrees "that throughout the term of this agreement we shall exercise no influence or restraint upon our members against entering or remaining in your employ, to the end that there shall be no cessation or interruption of your employment of our members hereunder in the making of recordings in connection with your business. However, our obligation under this paragraph shall not extend to phonograph records or to that type of recording known as commercial electrical transcriptions."

The new contract sets the criterion of employment as only actual membership in the AFM and not eligibility to membership, as in the Decca-World contract. The clause in the Decca-World contract vesting authority in the union to determine what was in derogation of the contract was rewritten to give the companies more precise assurance.

Where the Decca-World contract forbids all dubbing and re-recording, the new pact provides for re-recording for slide films or "as a part of any manufacturing processes by which you make the recordings available for the uses for which they were originally intended." Other re-recording, as in the Decca-World contract, is permissible only upon written notice to the union and the member through whom the musicians were employed, and upon payment of full scale for the extra use.

Accompaniment records, forbidden by the Decca-World contract, are allowed in the new contract for signatures, bridges, background and mood music, sound effects, etc. New contract also provides that if calculating the first payment to the union proves "unduly burdensome", the union will try to work out with the company a new basis of calculation and if they are unable to agree that the dispute shall be submitted to a referee appointed by the chairman of the NWLB for determination.

Both contracts forbid assignments of rights without the union's consent, but the new one provides that this shall not "unreasonably be withheld". The new agreement also permits a company to make records for another company if the second firm has also signed a contract with the AFM, the Decca-World contract does not. New pact also permits the making of records of live programs off-the-line or off-the-air for reference purposes or for making delayed broadcast transcriptions authorized by the AFM without obtaining further union consent.

Decca Licenses

DECCA RECORDS announced last week it had secured licenses under patents of AT&T and Western Electric Co. to make records, making the sound recording patents of these companies available for the immediate use of Decca, World Broadcasting System and other Decca subsidiaries. Before its acquisition by Decca, World had long operated under such licenses, being one of the earliest transcription companies to acquire the right to record under the AT&T and Western Electric patents. Negotiations between Decca and these licensing companies have been under way for several months and are not a result of Decca's purchase of World, it was reported.

WKBH La Crosse, Wis., has contracted with Press Assn., for the special AP radio wire.

Teachers Given Credit For Courses in Radio

TWO courses for teachers based on radio programs have been approved for full credit by the New York City Board of Education, according to James Rowland Angell, NBC public service counselor. The programs are *Lands of the Free* and *Music of the New World*, both presentations of the NBC *Inter-American University of the Air.*

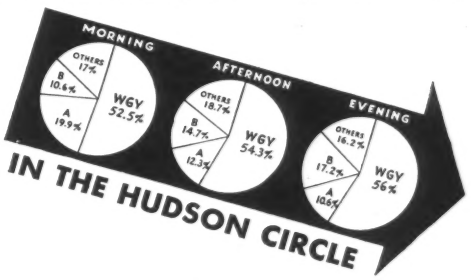
Recognition follows a six-month experiment during which both courses were accredited as approved "In-Service" courses for teachers, without credit. Henceforth, teachers will get full credit toward annual salary increments.

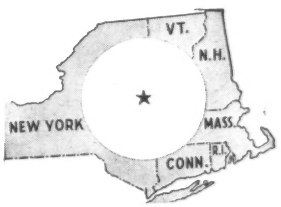
Plans to extend this type of in-service training for teachers by radio on a nationwide scale are also being arranged, according to Belmont Farley, director of public relations for the National Education Assn., who announced formation of a Committee on Use of Radio in Supervision.

First choice
The preferred spot on Puerto Rico dials . . . this modern station is your preferred selection for Puerto Rican coverage.
WIAC
SAN JUAN · PUERTO RICO

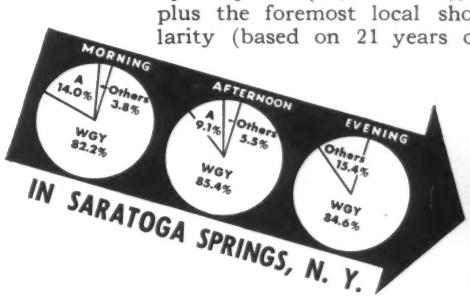
Crossley's

OUTLINE OF LISTENING





THE 1¾-billion-dollar retail market dominated by the power (50,000 watts), the programs (NBC, plus the foremost local shows), and the popularity (based on 21 years of service) of WGY.



A prosperous portion of the Hudson Circle.

Represented Nationally by
NBC
Spot Sales

GENERAL ELECTRIC
WGY
SCHENECTADY, N. Y.

WGY-154

XUM

ANA and NAM Dates

ASS'N. of National Advertisers has announced that its wartime conference this year wil lbe held Nov. 17 and 18 at the Hotel Commodore, New York. The National Ass'n. of Manufacturers will hold its War Congress of American Industry Dec. 8-10 at the Waldorf-Astoria, New York.

Senate Votes Radio Inquiry

(*Continued from page 12*)

vices, and many others need answering, the committee pointed out, before corrective legislation can be enacted.

At the time the Navy also opposed merger of international communications and a House provision for such a merger was eliminated in the Senate.

"Continuing developments and recent observations make it imperative", said the committee report, that a study of the international communications question be made with a view towards legislative recommendations. Recent confidential reports on international communications made to the Senate by the Senators who have completed an extensive survey of the war fronts, "while admittedly fragmentary, buttress certain important facts well known to cognizant military leaders concerning the restrictions under which United States communication carriers in the international field operate", the report pointed out.

"A further consideration is the fact that there can be no comprehensive and clear-cut international postwar planning without the fullest consideration of the communication problem," it continued.

"Still another factor of present and immediate concern to the Congress is the problem of regulation of international communication carriers." Referring to the FCC the committee report said:

Competence of FCC

"That administrative agency is an arm of the Congress and, as such, is responsible to it. It is the duty of the Congress to ascertain in advance whether its creature is competent and experienced enough to undertake duties which inevitably must be thrust upon it; or whether a different method of selecting administrators for technical duties must be advocated."

Sen. Wheeler, as chairman of the standing committee, will appoint a subcommittee to begin the investigation and open hearings, looking toward legislation governing international communications, particularly with reference to the postwar period. The Senate action was deemed particularly significant in light of the dragging House investigation of the FCC in its administration of domestic radio.

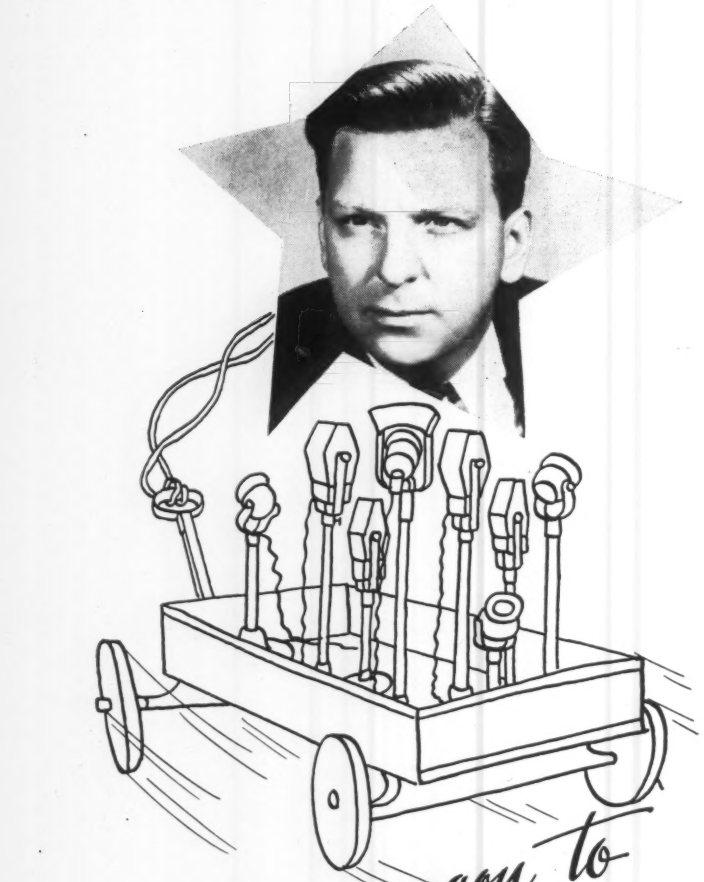
Garey Urges Club To Aid in Inquiry

IN A STRONG plea to the radio industry for cooperation with the House Committee to Investigate the FCC, Eugene L. Garey, chief counsel of the Committee, told members of the Radio Executives Club of New York last Thursday that the work done so far by the committee has been accomplished "more by legal dentistry than by cooperation" on the part of broadcasters, who could render valuable assistance to the investigation, but who so far have not come forward.

Pointing out that he was not at liberty to discuss the charges of "bias and prejudice" made against Rep. Eugene E. Cox (D-Ga.), which brought about his recent resignation as chairman of the committee, Mr. Garey stated vigorously to REC members that the charges against Rep. Cox are "entirely false." Mr. Garey backed up this declaration with the statement that the resolution to investigate the activities of the FCC was introduced in the house by Rep. Cox 42 days prior to the action of the FCC in the license renewal of WALB Albany, Ga., in which connection charges of "improprieties" were made against Rep. Cox.

Murray Grabhorn, BLUE sales, president of the Radio Executives Club, introduced Mr. Garey at the club's bi-weekly luncheon and at its conclusion Mr. Grabhorn stated that Paul W. Kesten, executive vice-president of CBS, would be guest speaker at the next meeting Nov. 4. Mr. Kesten will discuss "Radio's Responsibilities."

Out-of-town visitors and special guests at last week's meeting included: Jack Hooley, BBC; Harold Thoms, WAYS Charlotte; Arthur B. Church, KMBC Kansas City; C. W. Meyers, KOIN Portland, Ore.; Jack DeRussy, KYW Philadelphia; C. H. Masse, WBZ Boston; M. I. Hauser, Garey, Desvernine & Garey; Mr. and Mrs. Paul Harron and Ed Clery, WIBG Philadelphia; D. E. Jayne, WELL Battle Creek, Mich; George Haring, Kirkland, Fleming, Green Martin & Ellis; Mary Morgan CKLW Detroit.



hitch your wagon to America's No 1 Star Salesman

FULTON LEWIS, JR.

Mutual's Ace Commentator is currently sponsored on more than 160 stations . . . SELLING merchandise, selling good will, for practically every type of business. Check your prospect list and get them on the Fulton Lewis wagon . . it's going places.

Sell him at your one time quarter hour rate per week. Call, wire or write WM. B. DOLPH, WOL, Washington, D. C.

ORIGINATING FROM **WOL** WASHINGTON, D. C.
Affiliated with the MUTUAL BROADCASTING SYSTEM

Both Houses Act on Radio

(*Continued from page 12*)

into the record'. The statement is absolutely false, as proven by the fact that the testimony was not placed in the record last Thursday but was considered by the entire committee in executive session yesterday."

Mr. Anderson gave the House the facts, then declared: "Those of us who have served in Congress with the gentleman from California (Mr. Lea) have a high regard for his honesty, his fairness, and his ability. In my opinion the *Washington Post* owes Clarence Lea and his committee a public apology." Rep. Anderson then read into the record a letter from Chairman Lea to the *Post* in which Rep. Lea quoted from the open record, which was ignored in the *Post* editorial.

'A Biased Source'

On Oct. 20 the *Post* carried another editorial titled "Retreat from Coxism" in which it said: "We regret that our editorial of last Friday prematurely assumed that the Lea Committee had accepted without reservation the star-chamber testimony which Garey tried to get inserted into the record. Part of this testimony was sent to the committee's reporter to be typed and was being distributed in transcript form. This fact gave us the impression that several volumes of star-chamber testimony were being dumped into the record. But the distribution of that testimony was stopped when the matter reached Mr. Lea's attention."

It was learned, however, that only one copy of the transcript was sent out and not "distributed" as the *Post* editorial indicated. That copy went to the FCC, but was recalled later. Chairman Lea told BROADCASTING he did not know how the newspaper got possession of the testimony unless it was "through a biased source".

During testimony by Elmer Davis, director of the Office of War Information, before the Boren committee last Monday on the amount of paper used by OWI, Rep. Brown, referring to certain Government programs said:

"I noticed several of these programs in which the truth, in my opinion, was deliberately twisted in order to smear the legislative branch of the Government, to wit, the Congress, and I'm just wondering whether or not your office of War Information passed on those."

"Well, you wouldn't think that an agency dependent on Congress would do that, would you?" replied Mr. Davis, to which Rep. Brown answered: "That may have something to do with the precarious existence which you have had. It certainly does not sit very well with Members of Congress to hear those programs and it, of course, was not conducive to the war effort in any way." Mr. Brown declined to name the program he referred to.

Gordon Made President Of Financial Advertisers

FINANCIAL Advertisers Assn., meeting in Chicago Oct. 19-21 for its 28th annual convention, elected Lewis F. Gordon, vice-president of Citizens & Southern National Bank of Atlanta, as president. Other officers named were: Fred W. Mathison, assistant vice-president of National Security Bank of Chicago, treasurer; and J. M. Easton, second vice-president of Northern Trust Co. of Chicago, and Robert Lindquist, advertising and publicity officer of American Bank and Trust Co., directors.

Highlight of the convention was an address prepared by Capt. Edward V. Rickenbacker and read by Mrs. Rickenbacker. Other speakers were T. Spencer Shore, vice-president and treasurer, General Tire & Rubber Co.; James W. Irwin, assistant to the president, Monsanto Chemical Co.; Don U. Bridge, special consultant, War Finance Division, Treasury Dept.; Earl L. Kelly, vice-president, Bank of America; Robert F. Spindell, Chicago attorney; and W. J. Hinton, British Information Service.

YOU DON'T HAVE TO "DIVVY" IN ROANOKE!

IN most markets as big as Roanoke's, you have to share the listening audience with the advertisers on one, two, three or more other fairly powerful stations.

But in the $350,000,000 Roanoke-Southwest Virginia market (25.8% of Virginia's *total* buying power)—there's only *one* radio station that gets really satisfactory reception at all times.

Hence WDBJ gives you as much value as many 50,000 watters in more competitive markets. . . . Or do you *like* it where the competition is tough?

CBS • 5000 WATTS • 960 KC

Owned and Operated by the TIMES-WORLD CORPORATION

FREE & PETERS, Inc., Natl. Representatives

WDBJ ROANOKE VA.

"Plug Kendrick says:"

WE HATE TO REPEAT—BUT

HERE'S ANOTHER "AVAILABLE NOW" SIGN

GONE BY THE BOARDS

PURITAN CLEANERS OF LOUISVILLE NOW SPONSORS THE NEWS

MONDAY THRU THURSDAY 7:55 - 8:00 A.M.

YOU CAN BET THEY WON'T REGRET

WINN LOUISVILLE *with* WINN *Your* BLUE NETWORK STATION *in* LOUISVILLE, KY.

D. E. "Plug" Kendrick
President and General Manager

G. F. "Red" Bauer
Sales Manager

REACH
MORE PEOPLE
MORE MONEY
MORE BUYING
than ever in the
SALT LAKE
MARKET
over
KDYL
UTAH'S NBC STATION
National Representative JOHN BLAIR & CO.

NAB Assails Disc Fee

(*Continued from page 16*)

tion in this country, which has depended for its growth on the development and use of invention, will impair our future prosperity. We hold that its perpetuation will thwart democracy within the labor movement itself, and be destructive of good relations between all labor and all industry. For these, as well as for other cogent reasons, we are certain that most American citizens will join us in condemning and in rejecting this principle.

The panel which was appointed by the National War Labor Board to hold hearings and report on the merits of the dispute departed from the task assigned to it to assume a mediatory role, and in this capacity its members participated in bringing about the contract which embodies this principle.

Columbia Recording Corp., RCA-Victor, and NBC-Thesaurus, with courage which should call forth the commendation of the entire broadcasting industry, have continued their opposition to the principle of direct payment to the union. These companies now find themselves, however, in an obviously unfortunate position. The merits of the principle which they oppose may now be adjudicated by the very panel which as mediator brought about the making of the contract which embodies the principle the panel is now supposed dispassionately to evaluate.

Although Mr. Petrillo was the originator of the idea of a direct levy upon the companies, he had made little headway in the hearings before the NLRB panel until Decca Records and its subsidiary, World, deserted the principles set forth in a joint letter which they, with the other recording companies, had addressed to the union on Feb. 23, 1943. Such action by Decca and World placed four of the other companies under such competitive pressure that they felt obliged to accept the principle, despite the fact that it was thoroughly repugnant to all of them.

The committee deplores the making of the contracts which embody the principle of direct payment to the union. It regards the payment of moneys directly to a union as equally destructive of the rights of employers and union members. For unions to collect direct tribute as compensation for permitting their members to render services is not a forward step in unionism, but rather a reversion to a philosophy which regards these members as chattels to be disposed of at the union's option.

There is no economic or social theory which supports such an exaction. There are no facts which justify its application in the present case. The members of the AFM have profited through the invention of recording, and the union has no unemployment problem.

Miss Rae Elbroch
Franklin Bruch Agency
New York, N. Y.

Dear Rae—
Here's one for the book. Coyle and Richardson has been one of Charleston's leading department stores for 59 years. It's really a high class store, but conservative minded. For example, They've never run a Sunday ad, even drape their windows every Sabbath. For 59 years they operated with newspaper only, but about four months ago they chose WCHS to carry a weekly nighttime half hour of good music with the sole purpose in mind of doing an institutional job. To check their audience, they put on an ordinary stocking ad a couple of weeks ago. The results were so good, that they realized here was a brand new selling medium that really sold. Result: Coyle and Richardson now using a fifteen minute daytime strip five days a week, on WCHS of course. Oh yes, they're keeping their nighttime half hour. I've always figured local merchants were best qualified to determine how WCHS listeners respond, and I guess this proves it. I think this testimonial is so worthwhile that I'll send it to our National Reps, The Branham Co.
Regards *Yrs.*
ALGY

WCHS
Charleston, W. Va.

Tube Reserve Held Under Navy Order

ASKED for further information on their plans for equitable distribution of 576,000 civilian tubes purchased recently from Phillips Export Corp., New York, the buyer, George D. Barbey Co. of Reading, Pa., said last week that all plans have been held up by instructions received from the Navy.

Mr. Barbey said he had been ordered by the Navy not to dispose of the tubes pending decision whether they want all or any part of the assortment.

Urged by NAB and the Office of Civilian Requirements and others to release the tubes, frozen while Phillips held them for export sale, the WPB Radio & Radar Division on Oct. 8 ordered release to the U. S. civilian market and the following week the Barbey Co. announced it had bought the entire lot and was making plans for distribution to the trade [BROADCASTING, Oct. 11, 18].

BASIC idea of the weekly CBS *Don't You Believe It* program is to be incorporated in the forthcoming MGM cartoon, "Kitty Foiled". Film will dispel the old belief that the cat always kills the mouse.

Press Subsidy

(*Continued from page 16*)

which reach into the rural areas."

Mr. Peterson contended that advertising sponsored by the Government would carry more weight with readers than that donated by local merchants.

"Don't you think we ought to include radio advertising also?" asked Senator Danaher.

"I have no particular objection. Radio has been doing a good job," replied Mr. Peterson.

Overdone?

Senator Taft expressed the view that the Treasury "has well overdone advertising."

C. B. Brown, owner, editor, publisher of the *Oconomowoc* (Wis.) *Enterprise* and president of the Wisconsin Press Assn., an organization of weekly, semi-weekly and tri-weekly publications, speaking on "Subsidy and Freedom of the Press", told the committee the Bankhead bill would not, if passed, create a subsidy. Neither would it influence the editorial policy of the press, she asserted.

Answering the question: "Would money paid by the Government, if this bill is passed, make any great difference in the success or failure of the small town newspapers?" Mr. Brown said:

"I think not. All of the newspapers are going concerns." Continuing his prepared statement Mr. Brown said: "Farmers have radios but they listen to them for entertainment largely."

The measure provides that the Treasury is authorized to buy and pay for "beginning with the fiscal year ending June 30, 1944 not less than $25 million and not more than $30 million of advertising space in newspapers" for the purposes of "advertising the sale of bonds, notes and other obligations of the United States". Advertising space so purchased "shall be divided equitably among all newspapers of general circulation which are entered as second-class matter". It further provides that one-half shall go to publications in communities of 10,000 population and less and the other half to those in larger cities.

KDKA
PITTSBURGH

FEMININE SIGNER for Gunther Brewing Co., Baltimore, is Mrs. Audrey Strouse, advertising manager, whose pen renews for the sixth year the *Quiz of Two Cities* between Baltimore and Washington on WFBR Baltimore, originator of the program which is now heard in 22 cities. Looking on are (l to r) Walter Meade, account executive, St. Georges & Keys Adv., New York; Henry Hickman, m.c. for Baltimore; Walter Compton, m.c. for Washington; William S. Pirie, WFBR commercial manager. More than 150,000 have seen the show and 2,080 have been interviewed, with 1,040 receiving cash awards for questions.

Foster Accredited

NBC has added W. K. (Bud) Foster to its list of fully-accredited Army and Navy war correspondents to cover Alaska and the Northwestern Sea Frontier. Foster is manager of KFAR Fairbanks, a position he will retain while coordinating Alaskan events for the network. Since the Japanese attack on Dutch Harbor, over 20 quarter-hour shows and 18 Alaskan participations in the "Army Hour" have been presented over NBC, which to date has had exclusive coverage from the area.

G. M. McKelvey Co., Youngstown, O., department store, has begun sponsorship on WKBN of the Monday through Friday 7:55 p.m. newscast. Contract predates by a few weeks the Youngstown presentation of the NAB retail film.

OWI Releases Discs

THE OFFICE of War Information is releasing transcriptions of *Music at War* for broadcast overseas, while WNEW New York, station originating the program, is distributing it domestically (at cost) at the suggestion of the OWI. Program is used as a vehicle for the promotion of new war songs by the Music War Committee [BROADCASTING, Oct. 4].

JOHN E. PEARSON & Co., Chicago, station representatives, has been named to represent KPHO Phoenix, Ariz., effective Nov. 1, when that station becomes an affiliate of the BLUE.

RADIO Writers Laboratory, Lancaster, Pa., script syndicate, is moving into its own building on East Orange St.

KOZY

FM in KANSAS CITY

EVERETT L. DILLARD
General Manager
PORTER BLDG.
KANSAS CITY

Sentinel Broadcasting Asking Merger Approval

SENTINEL BROADCASTING Corp., Syracuse, licensee of WAGE, last week asked the FCC to approve an internal reorganization which would merge the present corporation with WAGE Inc. Purpose, stated in the application, is to strengthen the corporation's financial resources in anticipation of developing FM and television services in the post-war era.

WAGE Inc. is a corporation owned 80% by Frank G. Revoir, president and director of Sentinel, and formerly known as Revoir Motors Inc., an automobile firm which is in the process of liquidating its business. The new organization would retain the same officers and directors now serving Sentinel Broadcasting, with the stock divided as follows:

Mr. Revoir, 7,800 shares (80%); William T. Lane, vice-president and general manager, 460; Alexis N. Muench, vice-president, 916; Francis D. McCurn, director, 229; Raymond J. Pieri, director, 183; Francis E. Doonan, secretary-treasurer, 229; Charles H. Maltby, director, 183.

Edwards Signs

WEBLEY EDWARDS, who attained worldwide fame through his eyewitness broadcasts of the Pearl Harbor attack, has become regular correspondent for CBS in the Central Pacific area, and has left his former post as manager of KGMB, Honolulu, and vice-president of the Hawaiian Broadcasting System Ltd. Mr. Edwards opened his own offices in the Castle & Cooke Bldg. Sept. 1 and, in addition to his CBS duties, is doing freelance broadcasting and production, as well as writing. He has been on a part-time basis with CBS since Dec. 7, 1941.

Mr. Edwards

FM Production Music

FATIGUE PERIOD music, especially via FM radio, has done much to improve workers' morale and overcome normal production lag, Miss Violet Kmety, program director of W51C, FM station of Zenith Radio Corp., Chicago, stated in discussing a new series of war worker programs inaugurated by the company. "Some types of music, such as vocals and boogie-woogie, make people nervous and reduce production, and about the best performance I have been able to find from hit-or-miss selection is a production increase of 8%," Miss Kmety, said, "but scientifically planned schedules have proved themselves to be nearly twice as effective, with production increases ranging up to 15%." About 40 Chicago-area war plants, employing thousands of workers, now hear special FM programs several times during each shift.

HAL PEARY, of the NBC *Great Gildersleeve*, will be featured in the RKO film, "Gildersleeve, Detective," which starts production during November.

DON'T BUILD A STAIRWAY TO PARADISE (KY.)!

Paradise, Kentucky, may be a heavenly home, but it's a hell of a *market*. In fact, the Louisville Trading Area is a far better market than all the other counties, cities, burgs and hamburgs in the State, *combined*. That's Fact 1 . . . Fact 2 is that WAVE gives you absolute coverage of the Louisville Trading Area—no exception—and does it at half the cost you have to pay to reach the whole State. *Divine* situation, what?

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K.C. . . . N.B.C.

FREE & PETERS, INC.
National Representatives

The TEXAS RANGERS now

Selling Participations on KSL Salt Lake City

. . . also selling many other products on many other stations.

George E. Halley
TEXAS RANGERS LIBRARY
HOTEL PICKWICK • KANSAS CITY, MO.

TEXT OF NEW AFM PACT SIGNED BY FOUR RECORDERS

FOLLOWING is the text of the contract signed Oct. 20 by James C. Petrillo, president of the American Federation of Musicians of the United States and Canada with Associated Music Publishers, Lang-Worth Feature Programs, C. P. MacGregor and Standard Radio:

This will confirm our agreement as follows:

(1) You shall use only members in good standing of the American Federation of Musicians as instrumental musicians, conductors, arrangers, and copyists, in recording phonograph records and electrical transcriptions (hereinafter sometimes jointly referred to as "recordings").

(2) We agree that throughout the term of this agreement, so long as you perform your obligations hereunder, our members shall have the right and permission to enter into and continue in your employ and you shall have the right to use their services for the purposes aforesaid upon the terms and conditions hereinafter set forth.

(3) We warrant and represent that we have the right and power to enter into this agreement and to grant you the rights and benefits set forth herein. We shall exercise full authority in order that our locals and members of the Federation engaged in or pertaining to recording activities shall do nothing in derogation of this agreement.

(4) Immediately upon the making of any recording hereunder and prior to its release, you shall advise the Federation of such recording, of the serial or other number thereof, and any additional information in connection with any such recording, which we may reasonably require. Upon demand by the Federation, you shall promptly furnish to it a copy of any such recording, including those made or pressed by you in Canada.

(5) Upon execution of this agreement, you shall promptly furnish to the Federation a copy of your current catalogues of phonograph records and library transcriptions, and thereafter from time to time as and when issued, you shall supply a copy of all supplements thereto.

Right to Dub

(6) You shall not require, request, induce, or in any manner attempt to influence any member of the Federation to play or perform for recordings, or render services petaining thereto, except as permitted by this agreement.

(7) You shall have the right to dub, re-record, or re-transcribe any of your recordings for slide films or as a part of any manufacturing processes by which you make the recordings available for the uses for which they were originally intended. Except as herein expressly provided, you shall not dub, re-record or re-transcribe any recordings containing the services of members of the Federation except on previous written notice of any such intention to be given to the member through whom the musicians were originally employed, as well as to the Federation, and upon payment to the said member of the full scale for all musicians applicable to such new use. Nothing contained in this agreement shall in any way modify any obligation independent of this agreement which you may be under to obtain from our members such individual approval as may be necessary in connection with any dubbing, re-recording, or re-transcribing of records.

(8) You shall not require members of the Federation to make phonograph records containing commercial advertisements; or to make any recordings designed for use as accompaniment by performers for or in connection with their public performances. "Accompaniment" as used in this Paragraph shall not be construed to include signatures, bridges, background and mood music, sound effects and fanfares, incidental music in connection with scripts, etc.

Wage Payments

(9) All laws, rules and regulations of the AFM (copy of which is herewith submitted) are made part of this agreement.

(10) We agree that any changes in our Constitution, By-Laws, rules or regulations, which may be made during the term of this agreement or which may conflict with any of the provisions hereof, shall not impose any conditions not herein contained or change your rights hereunder.

(11) You shall pay our members for the services rendered by them in the making of recordings such sums as you may agree upon with them but which, in no event, shall be less than the respective wage scales. We agree that the wage scales for the services of our members, which were in effect July 1942, shall be continued without change for a period of two years from October 20, 1943. Either party may give notice of its desire to change the wage scales for the period from October 20, 1945 to December 31, 1947.

Such notice shall be in writing and shall be mailed not later than April 20, 1945. In the event that such notice is sent and that negotiations fail to produce an agreement regarding new wage scales within said six-months period, either you or we shall have the right to terminate this agreement for the services of our members as of October 20, 1945.

(12) All contracts for recordings between you and the members of the Federation shall contain the following provision:

"As the musicians engaged under the stipulations of this contract are members of the American Federation of Musicians, nothing in this contract shall ever be construed as to interfere with any obligation which they owe to the AFM as members thereof."

(13) In consideration of the rights, privileges, and permissions granted to you hereunder, you shall pay to the "Employment Fund" of the AFM the following:

(a) For phonograph records manufactured or produced by you or others from masters hereafter recorded by you during the term of this agreement, containing performances by members of the Federation, and which phonograph records are sold by you or by the lessees of your masters to others, a payment equal to the following:

¼ cent for each record, the manufacturer's suggested retail price of which does not exceed 35 cents;

½ cent for each record, the manufacturer's suggested retail price of which is more than 35 cents but does not exceed 50 cents;

¾ cent for each record, the manufacturer's suggested retail price of which is more than 50 cents but does not exceed 75 cents;

1 cent for each record, the manufacturer's suggested retail price of which is more than 75 cents but does not exceed $1.00;

2½ cents for each record, the manufacturer's suggested retail price of which is more than $1.00 but does not exceed $1.50;

5 cents for each record, the manufacturer's suggested retail price of which is more than $1.50 but does not exceed $2.00;

2½ percent of the sales price of each record, the manufacturer's suggested retail price of which exceeds $2.00.

Transcription Fee

(b) For electrical transcriptions, manufactured from masters hereafter recorded by you containing performances by members of the Federation, and which are intended by you for more than one use by your customers, lessees or licensees as part of your library service or otherwise, a payment equal to 3% of the gross revenues derived by you from the sale, lease, license or other disposition thereof.

In the event that at the time the calculation of the first payment due to us hereunder proves to be unduly burdensome or otherwise difficult of computation by you, then and in such an event we agree that we shall endeavor to agree with you upon a new basis of calculating an amount equivalent to the sum payable to us hereunder. If we are unable so to agree within a period of thirty (30) days from the date on which such payment shall be due hereunder, then and in such an event we agree to submit such dispute to Honorable Arthur S. Meyer or any other person designated by the chairman of the National War Labor Board for determination.

(c) For commercial electrical transcriptions manufactured for broadcasting and intended by you for not more than a single use by any one station, there shall be no payment to us pursuant to the terms of this Paragraph 13. You agree that in connection with the sale or other distribution of the electrical transcriptions mentionel in this Paragraph 13(c), which are manufactured from masters hereafter recorded by you during the term of this agreement, and which contain performances by members of the Federation as aforesaid, you will stipulate for the benefit of the Federation an obligation that your customers shall not use or authorize the use of such electrical transcriptions more than once on any particular station without the prior written approval of the Federation.

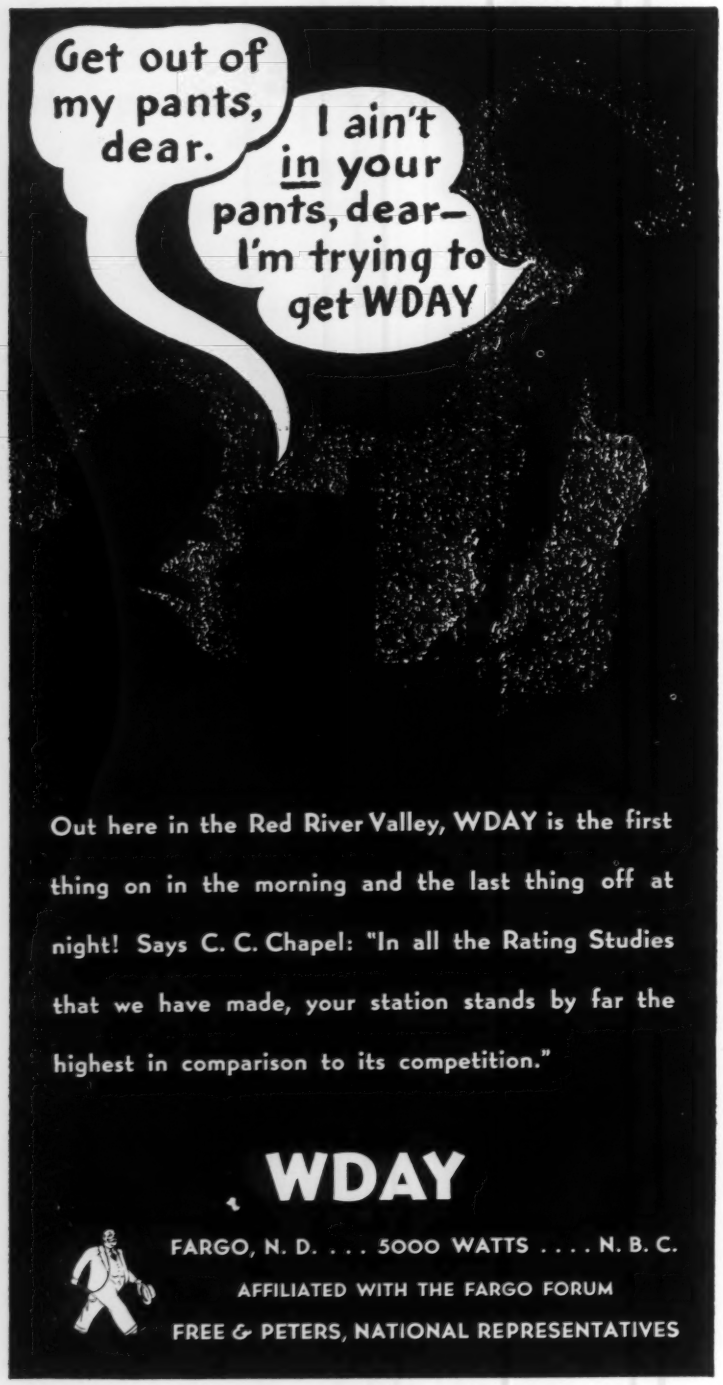
Right to See Books

(d) All payments provided for in this Paragraph 13 shall be made to the Federation within 45 days following each calendar half-year, and shall be accompanied by a statement certifying all payments required to be made pursuant hereto.

(e) The Federation at its option shall have access and right of examination of your books and records at all reasonable times relating to the payments referred to in this Paragraph 13.

(f) Your obligations to make the payments pursuant to this Paragraph 13 shall continue after the expiration or other termination of this agreement, with respect to any and all recordings from masters made hereunder during the term hereof.

(14) The AFM will use the "Employment Fund" described in this agreement only for the purposes of fostering and propagating musical culture and the employment by it of live musicians, members of the Federation, for the rendering of live music. This Fund will be kept separate and apart from all other funds of the Federation. No part of this Fund will be used for the payment of the salaries of any officer of the Federation, or for any other purpose than the foregoing. However, up to 5% may be used for the purpose of administering


Get out of my pants, dear.
I ain't in your pants, dear— I'm trying to get WDAY
Out here in the Red River Valley, WDAY is the first thing on in the morning and the last thing off at night! Says C. C. Chapel: "In all the Rating Studies that we have made, your station stands by far the highest in comparison to its competition."
WDAY
FARGO, N. D. . . . 5000 WATTS . . . . N. B. C.
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NATIONAL REPRESENTATIVES

Parties Buy Time

POLITICAL TIME has been planned or already purchased by both the Republican State Committee and the Independent Citizens Committee for coming New York State elections. The former has bought time on a New York state hookup for the election of Senator Joe R. Hanley as Lt. Governor. Independent Citizens Committee for election of Lt. Gov. William H. Haskell was planning to purchase state-wide radio coverage for speeches.

the Fund. In the event administration expenses exceed 5%, the Federation will meet such additional expenses from its own Treasury.

Advisory Group

The Federation has in the past submitted at its conventions a full and detailed financial statement, accounting and annual report audited by certified public accountants to be submitted to the membership of the Federation, and such reports are made public. With respect to the Employment Fund referred to herein, a similar detailed statement, financial accounting and report will also be made annually and in like manner.

In administering the Fund, the AFM will, with a view to best serving the public interest, consult from time to time with an Advisory Committee to be created forthwith. Such committee shall have no power of vote.

The Advisory Committee will consist of two persons to be selected and appointed by the Chairman of the National War Labor Board or, in the event that the present National War Labor Board shall not be in existence throughout the term of this contract, then successor appointments shall be made by the Secretary of Labor of the United States. The necessary traveling and other expenses of the Advisory Committee will be paid by the American Federation of Musicians and charged to the Fund, but the same shall not exceed $1500 in any year.

The purpose of consulting with the Advisory Committee will be to receive advice and suggestions from the Advisory Committee concerning the administration of the fund.

(15) The rights granted to you under this agreement are hereby declared to be personal to you, and you agree not to transfer, assign or attempt to transfer or assign this agreement without our prior written consent, which consent shall not be unreasonably withheld.

Conformation Clause

(16) In the event that we shall make any agreement permitting the making of phonograph records or electrical transcriptions, during the term hereof, upon any terms or conditions more favorable than or different from those contained in this agreement, you shall have the right at your sole option automatically to cause this agreement to be conformed therewith.

(17) You shall not make or permit the use of your facilities for making or otherwise give aid and assistance in the making of any phonograph records and electrical transcriptions which contain instrumental music for or on account of other persons engaged in the phonograph record or electrical transcription business who is not signatory to an agreement with us, permitting the employment of our members, unless authorized in writing by the Federation.

(18) Except as otherwise provided in this agreement, and so long as you perform your obligations hereunder, we agree that throughout the term of this agreement we shall exercise no influence or restraint upon our members against entering or remaining in your employ, to the end that there shall be no cessation or interruption of your employment of our members hereunder in the making of recordings in connection with your business.

However, our obligation under this paragraph shall not extend to phonograph records or to that type of recording known as commercial electrical transcriptions hereinabove referred to in Paragraph 13(c).

(19) You agree not to make recordings of any radio programs containing the services of our members, off-the-line or off-the-air, without first obtaining from the Federation written permission, except that we agree that no such permission shall be necessary in instances where

(a) Recordings are for reference or file purposes, or

(b) For the purpose of making delayed broadcast transcriptions, which have been authorized in writing by the Federation.

The Federation agrees that in all other cases it will not unreasonably withhold permission to make such off-the-air or off-the-line recordings, and that in such other instances where granted permission shall be given on payment of transcription scale to the members of the Federation concerned. This agreement shall not in any way modify any obligation independent of this agreement which you may be under to obtain from our members such individual approvals as may be necessary in connection with such off-the-line or off-the-air recordings.

(20) The term of this agreement shall be for the period commencing as of Oct. 20, 1943, and terminating Dec. 31, 1947.

If this is in accordance with your understanding, kindly execute both copies of this letter to constitute it an agreement between you and us.

REMARKS BY PANEL CHAIRMAN

FOLLOWING is text of memorandum read into the record of the War Labor Board panel hearings in New York Oct. 20 by the chairman of the WLB panel, Arthur S. Meyer, in connection with signing of contracts by four recording firms:

In order to clarify the record at this point and because of the various delays that have occurred, I will summarize the events to date in the case of the Electrical Transcription Manufacturers and the American Federation of Musicians.

Seven employers were originally parties to this dispute, namely,

World Broadcasting System
Empire Broadcasting Corporation
Associated Music Publishers Inc.
Lang-Worth Feature Programs Inc.
C. P. MacGregor
Standard Radio
Radio Recording Division, National Broadcasting Company

At the request of these employers and notwithstanding the objection of the union, the National War Labor Board took jurisdiction of the case and instructed the tripartite panel to hear the case and report its findings and recommendations.

Function of Panel

The panel has from time to time adjourned its hearings at the request of some or all of the parties to afford them an opportunity to reach a voluntary agreement. On Sept. 29 the panel was advised that a final written agreement had been reached between the AFM and the World Broadcasting System, which agreement extended to the making of records by Decca Records Inc., with which World Broadcasting System is affiliated.

As indicated at the conclusion of the last public session, the panel did not participate, by mediation or otherwise, in the negotiation of the World-Decca agreement with the union. With reference to this agreement, as with any other voluntary agreement between employers and unions, the sole function of the panel or the board is to determine whether the agreement involves a wage or salary adjustment requiring approval of the board, and if so, whether the adjustment can properly be approved under the National Wage Stabilization program. Since the World-Decca agreement contained a provision enabling the employer to conform that agreement to any more favorable terms granted by the Federation to other companies, the panel has delayed consideration of the money payments to be made by World and Decca thereunder until it knew whether the agreement would be amended under the provision mentioned.

Somewhat later the Empire Broadcasting Corp. signed an agreement similar to the World-Decca agreement.

Since the execution of the World-Decca agreement the union and the five remaining employers have attempted to negotiate a voluntary agreement. The panel has from time to time participated in these negotiations at the invitation of the parties but has acted only in a mediatory capacity. Though the Radio Recording Division of the NBC, one of the said five employers, originally participated in these negotiations, it later voluntarily withdrew, and the negotiations were thereafter continued by the four other employer companies.

The principle of "payment to a fund" was accepted by the employers as a condition of these negotiations. The principle of public participation in the administration of that fund through an advisory committee was suggested by the panel and was promptly and cheerfully accepted by all parties. The negotiations were therefore confined to other issues which, in the opinion of the employers, had not been sufficiently dealt with or clarified in the World-Decca contract. Today the four employer companies have signel an agreement with the Union and work will be resumed forthwith.

Although, as stated, the Radio Recording Division of the NBC withdrew from the voluntary negotiations with the union, it did not withdraw from the case but requested the panel to retain jurisdiction with respect to it. Furthermore, two record companies, namely, Columbia Recording Corp. and RCA Victor Division of Radio Corp. of America Inc., have filed petitions to intervene and to be made parties to the case. The panel has taken these petitions under advisement.

In the meanwhile, separate negotiations have been started by Radio Division of NBC, Columbia Recording Corp., and RCA Victor Division of Radio Corp. of America Inc., looking towards a voluntary agreement with the union, and the panel has participated in these negotiations in a mediatory capacity. In the hope that such an agreement may be reached, and at the request of the parties, public hearings have been temporarily discontinued. Whether they will be resumed will obviously depend on the outcome of the negotiations and the mediatory efforts of the panel.

The hearing is adjourned until a date which shall be fixed by the panel.

The panel will, at an early date, report to the War Labor Board on the money payments to be made under the World-Decca agreement and under the agreement with the other four companies executed today, insofar as such payments may require the approval of the National War Labor Board under the National Wage Stabilization program.

Infringement Damages

JUSTICE WILLIAM BONDY in a recent decision in U. S. District Court ruled that Ronzoni Macaroni Co., WPEN Philadelphia, and WOV New York, were subject to $11,500 damages, plus fees and costs, for infringement of each episode of "Death Takes a Holiday" used in a radio serial sponsored by the company. Action was brought by the Shuberts, who were represented by Milton R. Weinberger and John J. Wildberg, New York attorneys.

TO AVOID conflict with similar titles, Procter & Gamble Co., with broadcast of Oct. 18 changed name of its five-weekly-quarter-hour early morning serial on NBC stations from *Hollywood Theatre of the Air* to *Dreft Star Playhouse. Agency is* Blackett-Sample-Hummert, Chicago.

AFRA Standbys Are Paid By CBS for Navy Show

PART of the dispute involving AFRA, CBS and BLUE networks, was settled Oct. 21, when CBS agreed to pay the actor's union for standbys for the Navy men who donate their talent on the *Bluejacket Choir With Danny O'Neil*, heard Sundays on CBS.

According to the agreement, the network will pay each union standby for the first eight sailor singers $32.50 at the half-hour rate, and for every 16 members of the sailor choir beyond eight, one AFRA standby will be paid.

Negotiations between AFRA and the BLUE, whose *Meet Your Navy* program uses serviceman talent, are still pending. Minneapolis-Honeywell Co., Minneapolis, pays for the time used on the *Bluejacket Choir With Danny O'Neil* program, and Hall Bros., printing, Kansas City, makes the time available for the *Meet Your Navy* program.

This six-days-a-week KGO news period is the only noontime news available on a network basis in the San Francisco-Oakland area. Established six months, it follows the popular Coca-Cola Morton Downey show. See your Blue Spot Representative or wire us direct for details.

Sorry, Sold

KGO
SAN FRANCISCO-OAKLAND
810 K. C. 7500 WATTS
Blue Network Company, Inc.

TEST YOUR KNOWLEDGE OF PANAMA

1 What percentage of Panama's present population speaks English?

2 Name the Panama station that carries English programs exclusively every evening.

3 How can you tell your advertising story to the big, rich English-speaking Panama population?

1. 50% 2. HOK 3. HOK

Rep. Melchor Guzman Co. Inc.
9 Rockefeller Plaza New York City

HOK-HP5K
640 Kc. 5,005 Kc.
Colon, Panama

BEST RADIO BUY IN BALTIMORE!

WCBM

AND THE BLUE NETWORK

John Elmer, President
Geo. H. Roeder, Gen. Manager

FREE & PETERS
Exclusive National Rep.

In the old days they fired a gun from The Citadel in Halifax, Nova Scotia to tell the time.

Today the population listens to CHNS for the time.

NOTE: They Still Fire the Gun Keeping Up the Old Traditions!

Traditions, However, Don't Get Much Business.
CHNS Does — Try It.

5000 WATTS · 1330 KILOCYCLES

WEVD

NEW YORK'S STATION OF DISTINCTIVE FEATURES

ENGLISH • JEWISH • ITALIAN

The roster of advertisers using WEVD year after year reads like "Who's Who" in National Advertising. List on request.

HENRY GREENFIELD, MANAGING DIRECTOR
WEVD—117 W. 46th Street, New York, N. Y.

in the CONTROL ROOM

DONALD F. McLEAN, John E. Conklin and Joseph J. Malin have joined the engineering staff of WOR New York.

DON WELLER, former chief engineer of WISN Milwaukee has been promoted to a captain in the Army Signal Corps.

PAUL MULLER, control room operator of WISN Milwaukee, is the father of a girl.

HERBERT NEWCOMB, formerly staff announcer of WCAU Philadelphia, has recently joined the announcing staff of the BLUE Central Division.

ROBERT BROOKE, engineer of NBC Hollywood, has been commissioned a lieutenant (j.g.) in the Navy and reported to the Bureau of Ships, San Francisco, on Oct. 21.

MARTIN SIELS, formerly with WDBC Escanaba, Mich., has joined the engineering staff of WIND Gary.

ROBERT BEVERFORDEN has joined the engineering staff of WOWO-WGL Fort Wayne, Ind.

'Coronet' Series

FOLLOWING closely on Schutter Candy Co.'s discontinuation of the *Coronet Little Show* on CBS, *Coronet* magazine starts a similar program on Mutual network, under the title *Coronet Story Teller*. Starting Sunday, Nov. 7, in the 6:45-7 p.m. period on 60 MBS stations, the series will feature war stories, human interest tales and dramatizations, with musical background supplied by the orchestra of WGN, Chicago, point of origin. Schwimmer & Scott, Chicago, handles both the *Coronet* and the Schutter accounts.

Satevepost Schedule

CURTIS PUBLISHING Co., Philadelphia (*Saturday Evening Post*), on Oct. 27 will begin sponsorship of a staggered schedule of one-minute transcribed chain breaks, five-minute transcribed dramas and quarter-hour live news programs on 48 stations, with more anticipated. Contract is for 13 weeks. Agency is MacFarland, Aveyard, Chicago.

Arvey to Use 70

WHAT might be a new time-saving plan for station representatives' salesmen was inaugurated in Chicago last week when George Roessler of First United Broadcasters, agency, invited some 25 salesmen to hear a talk on the 1944 plans of the Arvey Corp., Chicago (R-V lite). The Arvey Corp. will campaign for 52 weeks on some 70 stations, according to Mr. Roessler.

M-G-M Film Spots

METRO - GOLDWYN - MAYER, New York, has signed for participations on *Personally, It's Off the Record* and on Arthur Godfrey's program on WABC New York, for two weeks, starting Oct. 25, to promote the "North Star", which opens in New York Nov. 4. Agency is Donahue & Coe, New York.

Hauser Promoted

WILLARD H. HAUSER has been named chief engineer for WBZ, WBOS and W67B Westinghouse Co. stations in Boston, C. S. Young, general manager, announced. He is replacing F. M. Sloan, who has been loaned to the parent company to carry on wartime research. Mr. Hauser joined Westinghouse in Chicago in 1928, as a technician, and later transferred to KDKA as control supervisor. From there he went to WBZA, and then to WBZ as control supervisor in 1940. Charles Vassall, veteran of the technical staff takes over the position vacated by Mr. Hauser.

Mr. Hauser

William A. Bruno

WILLIAM A. BRUNO, 49, treasurer and chief engineer of Selectar Mfg. Corp., Long Island City, manufacturer of radio detecting devices, died Oct. 17 in Wyckoff Heights Hospital, Brooklyn, after a short illness. Prior to the war Mr. Bruno was a consultant to Hearst Newspapers in experimentation on the transmission of news by radio-controlled teletype and shortwave radio. He leaves a widow and two children.

Singleton to Harvard

HAROLD C. SINGLETON, chief engineer of KGW-KEX Portland, Ore., will leave shortly for Harvard U. to do research for the Army and Navy. He has been granted leave for the duration, according to Arden K. Pangborn, managing director of the stations. Mr. Singleton has held his position in Portland for 10 years, coming from the radio engineering dept. of the General Electric Co. in Schenectady. At one time he was radio engineer for Pacific Coast ground installations of United Air Lines. Lately he has been communications officer for the Oregon Wing of the Civil Air Patrol, in which he holds a captain's rank. At Harvard, he will work directly under Dr. F. E. Terman, head of the radio research laboratory.

Food Spots Sponsorable

OWI's Domestic Radio Bureau announced last week that in addition to the Bonds For Cristmas station announcements scheduled for the weeks Nov. 8 and Nov. 15, the Food For Freedom announcements for those weeks would be 55 seconds long, and available for sponsorship. The war message schedule for the week of Nov. 8 appears on page 20 of this issue.

Kenmore Expands

SPOT CAMPAIGN for *Mathematics Made Simple* [BROADCASTING, Oct. 11], has been expanded to a total of 10 stations by Kenmore Publishing Co., New York, and will continue to increase, according to Weiss & Geller, New York, agency in charge. Firm uses five-minute transcriptions at varying frequencies per week.

Voice Communication Components

Universal Microphones, as well as Universal Plugs, Jacks, Cords, and Switches are vital voice communication components today in the War Effort. When peace comes, they will continue to fulfill their role in a postwar world surmounting the barriers of distance with Radio and Aircraft.

UNIVERSAL MICROPHONE CO., LTD.
INGLEWOOD, CALIFORNIA
CANADIAN DIV: 560 KING ST. WEST, TORONTO
FOREIGN DIV: 301 CLAY, SAN FRANCISCO

Standard Radio Likes AFM Deal

Milt Blink Says Relations With Union Are Stronger

FAVORABLE REACTION to the four-year contract agreements between the American Federation of Musicians headed by James C. Petrillo, and five electrical transcription companies, announced last week by Arthur S. Meyer, chairman of the National Labor Relations Board, New York, was expressed in a statement made Thursday in Chicago by Milt Blink, co-owner of Standard Radio, one of the companies involved which signed Oct. 20 to end negotiations.

Mr. Blink said, "We're very happy to conclude the deal so that we can now proceed with the normal operations of our business. Considerable advantages were gained over the Decca-World contract, and under the present arrangement we feel that we will be able to carry on our service to stations with very little if any change in our own setup, and what is most important, without imposing any interference on the stations themselves. Immediately upon signing the contract, Standard Radio sent a bulletin to its subscribers explaining the contract negotiations."

In the three-page letter sent to stations, Standard explained its signing with the AFM along with Lang-Worth Feature Programs, Inc., and C. P. MacGregor Co., Los Angeles. Other transcription companies which signed were Associated Music Publishers, and as previously announced, Decca-World. The Standard message attempted clarification of the entire proceedings for its clients, stating that "Actually, we think our relations with the union have been strengthened by the controversy, and we believe our relationship is now on a basis where it can continue for some time in the future."

Still outside, but said to be making separate negotiations with the Petrillo union, are the Radio Recording Division of NBC, and two record firms, the RCA Victor Division of the RCA and Columbia.

Wheel Talent

JIMMY MOORE, general manager of Yellow Cab Co., Memphis, bought six 15-minute periods a week on WHBQ Memphis, and found the answer to his talent problem at the wheels of his own cabs. Two of his drivers, now billed as "Joe & Slim, the Yodelin' Cabbies", are E. P. Crowe, known to hill-billy fans as Sundown Slim and author of many cowboy and hill ballads, and Joe Manuel, well-known mandolin-player with several Memphis hillbilly bands.

Sponsors Resume Television Series

WITH lifting of the ban on weather broadcasts, Botany Worsted Mills have resumed their one-minute weather cartoon featuring the Botany Lamb on WNBT New York, John T. Williams, television program manager of NBC, told some 40 members of the American Television Society at their October meeting, held last Thursday at the Capitol Hotel, New York. Bulova's telecast time signals are also back on the station, Mr. Wililams said, adding that most of the 13 advertisers who used WNBT before the wartime shortages of manpower and equipment caused the eliminatiin of live studio programs are expected back when such programs are again available.

Norman D. Waters, ATS president, announced a joint dinner meeting of ATS and the Advertising Club of New York for Nov. 10 at the Club. Allen B. Du Mont will address the meeting from studio of W2XWV, at the beginning of a special demonstration of commercial television programming. Thomas Hutchinson of Ruthrauff & Ryan, formerly program director of WNBT, will also speak at the dinner.

NAB Board Meeting

POSTPONEMENT of the meeting of the NAB Board of Directors from Nov. 10-11 to Nov. 17-18 in Washington was announced last week by President Neville Miller, following suggestions from several board members that the latter date would be preferable. Although no formal agenda has been announced, Mr. Miller said that detailed consideration would be given legislative problems and the music situation. The board last met in July, when the question of NAB organization was considered, among other things, in the light of the expiration of President Miller's term next July.

WILDROOT Co., Buffalo (hair tonic), on Oct. 18 began sponsorship of *Sing & Swing with Danny o'Neil*, quarter-hour thrice weekly melody program, on WBBM Chicago. Contract is for 52 weeks. Agency is BBDO, Chicago.

ITALIAN PROGRAM CANCELED BY WELI

STRESSING the fact that at the rate stations are now dropping foreign language programs "it is possible that in the near future foreign language programs will be eliminated from airways," the International Ladies Garment Workers Union, Local 89, New York, last week wired the FCC in protest against the cancellation by WELI New Haven of the union's program *Voice of Local 89*.

The wire, signed by Luigi Antonini, general secretary of the International Dressmakers Union of Local 89, explains that the hour program has been sponsored by the union for the past eight years, originating at WEVD New York and being fed to WELI and WPEN Philadelphia. Furman, Feiner & Co., New York, agency on the account, was notified Oct. 2 by WELI that it was cancelling all programs in Italian on Oct. 17 because it was losing its foreign language censor, although the agency replied that programs originated in New York and were censored at point of origin and not in New Haven.

The cancellation, Mr. Antonini says, "wipes out the good accomplished in eight years of constant pro-democratic education. It is even more regrettable that it comes at this time when the need is greatest and in a community where the population is about one-third of Italian origin."

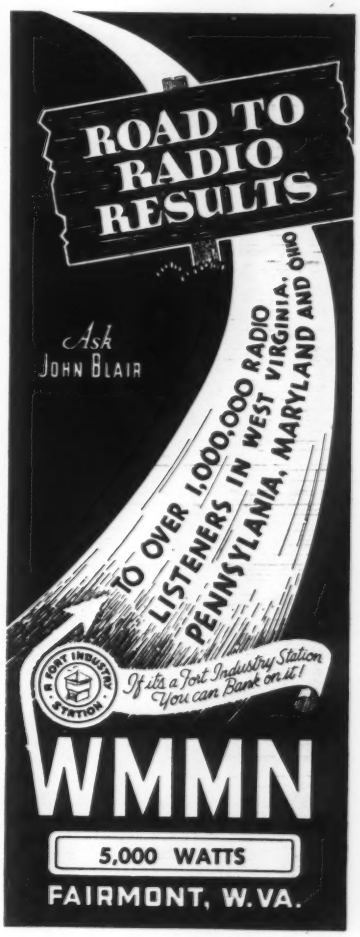
WMCA LINKS GROUP IN HI-GRADE SERIES

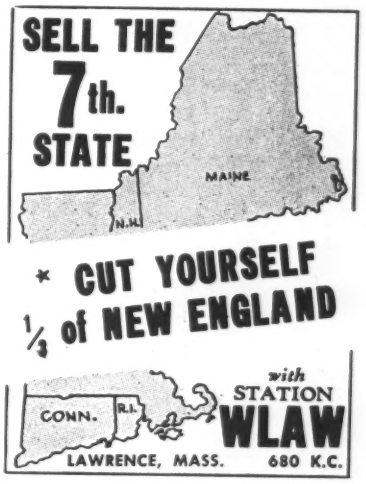
HY-GRADE Food Products Inc., New York, sponsor of Alice B. Hughes' commentaries on WMCA New York, is arranging a ten-station network to carry her Sunday program, 7:45-8 p.m. Arrangements have already been concluded for WXYZ Detroit and WEBR Buffalo to rebroadcast the program at 10:30 p.m., and time is being sought in Philadelphia, Cleveland, Indianapolis, Syracuse, Washington, South Bend, Pittsburgh and Chicago. Those unable to clear at 10:30 will carry delayed broadcasts recorded off the lines. The Hy-Grade account (meat products), is placed direct.

The Hy-Grade hook-up is the largest of its kind to originate from WMCA thus far, according to Leon Goldstein of that station, who said three other sponsors have tried the same idea. Sponsor leases telephone lines, paying minimum one-hour rate. For cities close together the program is fed city-to-city rather than direct from WMCA. If successful, other clients may be approached.

Staley on Blue

A. E. STALEY MFG. Co., Decatur, Ill. (starch), on Nov. 29 will begin sponsorship of *Sweet River*, Mondays through Fridays on the BLUE network from 10-10:15 a.m. Contract is for 52 weeks. Agency is Blackett-Sample-Hummert, Chicago.


ROAD TO RADIO RESULTS
Ask JOHN BLAIR
TO OVER 1,000,000 RADIO LISTENERS IN WEST VIRGINIA, PENNSYLVANIA, MARYLAND AND OHIO
A JOINT INDUSTRY STATION
If it's a Joint Industry Station You can Bank on it!
WMMN
5,000 WATTS
FAIRMONT, W.VA.



SPOTLIGHT
IDAHO'S
RICH FARMLAND
WITH
KTFI
TWIN FALLS, IDAHO
—PULSE OF THE
MAGIC VALLEY—

KGW
PORTLAND, OREGON
"KEY TO THE GREAT WEST"
5,000 Watts
620 Kilocycles
NBC RED NETWORK
Represented Nationally by
EDWARD PETRY & CO., Inc.

U.P.
THE MARK
OF ACCURACY,
SPEED AND
INDEPENDENCE
IN WORLD WIDE
NEWS COVERAGE
United Press

MONEY TO BURN
Farmers in this six-state area never had more money in their lives. They're BUYING! WIBW can make them ask for your product.
WIBW The Voice of Kansas in TOPEKA

Lea Committee Announces Its Policy For Hearings Investigating the FCC

FOLLOWING is the statement of policy and procedure issued last Monday by Chairman Clarence F. Lea (D-Cal.) following a lengthy executive session of the House Select Committee to investigate the FCC:

The House Committee for the investigation of the Federal Communications Commission held an executive session for the purpose of passing upon the admissibility of certain statements taken at New York and also to determine certain matters of policy to govern the deliberations of the Committee.

All of the members of the Committee, including Mr. Lea, Mr. Hart, Mr. Magnuson Mr. Wigglesworth and Mr. Miller of Missouri were present.

After a two-hour session, the Committee unanimously agreed on matters covered by this statement as follows:

Admissibility of Testimony

As appears from the record of the open session of this Committee, held in Washington on the 14th of October, the written transcripts of statements of four witnesses, taken on an investigation into Shortwave Research at New York during August and September, were requested to be embodied as testimony in the permanent record of the Committee hearings. As it further appears from the record of such hearings on the 14th of October, a question was raised as to the propriety of receiving this evidence on the ground that it was not taken before a member of the Committee. Thereupon, it was asserted that the Committee would use its discretion as to what part of such testimony would be received in evidence where hearings were private. It was then decided the Committee would consider the matter in executive session, and before such evidence was sent to the printer.

Pursuant to this understanding, this Committee met today to consider methods of procedure of the Committee and also the question as to whether or not the offered statements should be received in the records of the Committee. After looking into the matter, it appears that part of these statements were made in the absence of any Committee member and at a private hearing.

After considering the admissibility of this testimony, the Committee has reached the conclusion that under H. Res. 21, as adopted by the House of Representatives, and under which this Committee is operating, hearings can be conducted only by a member of the Committee, and the presence of such member during the whole of such hearing must be regarded as within the intendment of the resolution.

It appears that the statement of two of these witnesses was taken without the presence of any member of the Committee at any time, and that in the case of one of the other witnesses a Committee member was in attendance only part of the time.

The Committee has decided as a matter of policy to admit testimony taken in the presence of a member of the Committee in charge of the hearing, and to re-examine the witnesses whose testimonies were not given at hearings at which an authorized member of the Committee was present.

The witnesses whose testimonies were not given at hearings in charge of such a member will be brought before the Committee for further interrogation, after which any question of the admissibility of the testimony of such witnesses will be determined.

After consideration, the Committee finds that the three letters offered in evidence and marked "Exhibits 21, 22 and 23" for identification are relevant to the issue involved and properly admissable. The letters are, therefore, received in evidence.

Procedure

All hearings of the Committee shall be presided over by one of its members.

All hearings shall be open to the public unless, because of military secrets or other public interest, the Committee shall determine to meet in executive session with a quorum present.

The Federal Communications Commission shall be notified in advance of all hearings.

Oaths shall be administered to witnesses by the presiding Chairman of the Committee at any hearing.

All witnesses shall testify under oath.

It is the purpose of the Committee to allow the Commission full opportunity to present, in due time, any facts relevant to the subject matter of the hearing.

Method of Preparing Analysis of Testimony

The Committee has arranged for an analysis of the testimony taken at the hearings to be made. Under this plan of analysis, citations will be made under three general headings as to each substantial accusation made against the Commission or its personnel.

The first head will include what are regarded as substantial accusations made against the Commission or its members.

Under the second head, the citation will be made to the various sections of the hearings which are claimed to support the accusations.

Under the third head, citations will be made to evidence in the record embracing denials, explanatory and exculpatory matters in reference to such accusations respectively. Under this head the Federal Communications Commision may likewise make such citations.

Moves to NBC

ADELAIDE HAWLEY, commentator on the *Woman's Page of the Air* on WABC New York, and feminine commentator on M-G-M newsreels, has resigned to join NBC Nov. 1. According to Clarence L. Menser, NBC vice-president in charge of programs, Miss Hawley will conduct a series of six times weekly programs on WEAF, NBC outlet in New York, 9:30-9:45 a.m. Her new series will be similar to the program she conducted on WABC, and will include advice to housewives on the many home problems confronting them in wartime.

Join Katz Agency

RALPH P. CAMPBELL, formerly with J. W. Thompson Co., has joined the Sales Staff of the Katz Agency, New York, according to an announcement last week by G. R. Katz, manager. Warren M. Morton, formerly with the William J. Morton Co., also has joined the New York Katz staff. Malcolm O'Mara, of the Katz New York staff, was feted at a luncheon at the Waldorf-Astoria Oct. 21 by the Katz organization prior to his departure to Mobile where he will serve as an officer in the Maritime Service.

Allocation Studies

(*Continued from page 9*)

broadcasting services, according FCC sources, has heightened co siderably.

To be integrated in any plan f post-war allocations are interna tional aspects of FM and televisio The bands assigned these service and television particularly, it hoped, will also be used in oth countries so as to standardize op erations, both from the standpoint of engineering methods and se manufacturing. With international ly uniform services, the sam standards of engineering could employed so that American manu facturers could market equipmen abroad.

Continuous Tests

It is expected also that some o the ultra-high bands will be em ployed after the war on interna tional air and sea routes for traf fic control purposes and anti-coll sion devices. Every effort must b made, it was pointed out, to guar against interference with such safety-of-life services.

It was learned at the FCC tha in preparing for these future allo cations, field offices of the Commis sion are making continuous record ings of FM stations to determine long distance interference phenom ena. Tests also are being conducte on interference from the E layer, t h e troposphere, and sporadic bursts from the ionosphere. Result of these studies, it was stated, wil provide important information per taining to future allocations as well as data as to whether the present bands should be retained or should be extended in the spectrum.

FM Problem

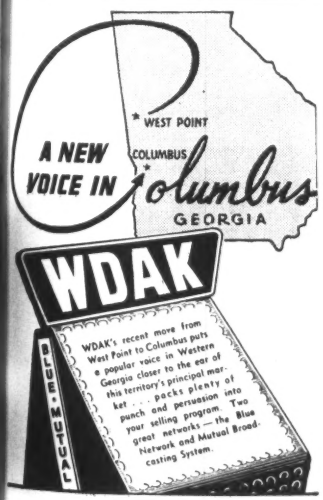
Data thus far procured appear to indicate that FM may require space in a different portion of the spectrum in order to avoid sky wave interference. The present al locations were devised largely on the basis of skip assignments at 30 or 40 mile intervals. Reports, however, have been received from FM operators indicating secondary interference all the way across the continent.

RECRUITED HIS WIFE is what Pat Flaherty did when he interviewed Ensign Annabel Murray of the SPARS (r) on a WOAI San Antonio program Sept. 25. A week later the sportscaster and newsman was again before the mike with Ensign Murray, who this time was accompanied by her first San Antonio enlistee, none other than Mrs. Anna Katherine Flaherty! Pat himself has been accepted by the Red Cross as an overseas field director and is now awaiting assignment.

GMA New York Meeting To Hear Marvin Jones

WAR CONFERENCE of the Grocery Manufacturers of America, is to be held Nov. 3-5 at the Waldorf-Astoria, New York, and all sessions will be open except that of Nov. 3 when only members of the GMA will be admitted.

Fay Hunter, in charge of manpower for the food processing industry at the War Manpower Commission, will talk on the manpower problem. Marvin Jones, War Food Administrator, will discuss his production plans for 1943-44, and Lee Marshall, deputy administrator of the WFA, will report on the outlook for machinery and supplies. Vernon Beatty, advertising manager of Swift & Co., now on loan to the AFA, will make a progress report. Other speakers include Chester Bowles, general manager of the Office of Price Administration; Mark Upson, director of the office of transportation, WFA; Sen. Walter F. George (D-Ga.); Congressman Jesse P. Wolcott (R-Mich.); A. C. Nielson, market research economist, and Charles Wesley Dunn, general counsel to the GMA.


A NEW VOICE IN
WEST POINT
COLUMBUS
Columbus
GEORGIA
WDAK
WDAK's recent move from West Point to Columbus puts a popular voice in Western Georgia closer to the ear of this territory's principal market . . . packs plenty of punch and persuasion into your selling program. Two great networks — The Blue Network and Mutual Broadcasting System.
BLUE · MUTUAL

WRS RADIO SCHOOL FOR TEACHERS

40 Attend Workshop Courses Held Jointly With Philadelphia Education Board

By W. B. McGILL
Promotion Manager, KDKA Pittsburgh

FORTY public school teachers, principals and supervisors attended a course in "Radio" last July in Philadelphia, conducted jointly by the Philadelphia Board of Education and Westinghouse Radio Stations Inc.

As a branch of the Board of Education's annual Summer Workshop Session, the course was to give these educators a comprehensive knowledge of radio procedure in actual commercial practice to stimulate their awareness of broadcasting as a tremendous social force, and to enable them to utilize radio more adequately for educational purposes.

Professional Teachers

The unique feature of the Workshop course was that the teachers were instructed by professionals actively engaged in various departments of Radio. Daily contact with these men, with the opportunity to sit in with them as they worked, gave the Workshop session strict authenticity. All sessions were held in regular studios, during regular business hours, 9-4 p.m. daily.

It is felt that there is a deep social and educational significance in the Philadelphia Radio Workshop, because the student body was comprised wholly of active educators seeking radio knowledge that they could immediately apply to uses of education. It would seem that this marks a new and unique rapprochement between two important social forces, the school and the universal voice—radio.

The course was planned to comprise all phases of commercial radio. But in view of the more pressing informational needs of the group, special emphasis was laid on script writing, production methods and acting.

It was notable that school shows produced over KYW by the Workshop group were immeasurably improved in showmanship, acting and production excellence compared to those produced by the same group before the Workshop session.

The Westinghouse personnel emphasized constantly that the successful use of radio for educational purposes necessitates that programs have entertainment value in addition to informative content.

Supplementing attendance at rehearsals and broadcasts and actual practice in script writing, acting and production, the course comprised the following lectures by Westinghouse staff members and guest speakers:

"Technical Radio from the Layman's Viewpoint"; D. A. Myer, engineering manager, WRS Inc.; "Use of Sound Effects in Radio Production" Joseph Derbyshire, KYW; "Radio Script Writing", Eleanore Ullmer, KYW; "Production Methods in Radio Drama", Robert E. White, program manager KDKA; "Radio" Mrs. Ruth Welles, home economist, KYW; "Script Writing", Gordon Hawkins, program supervisor, WRS Inc.;

"Radio and Education", Col. William Galleher, educational director, KYW; "Music—Its Relation to Radio", Clarence Fuhrman, musical director, KYW; "Radio Scripts and Production", Donn Bennett, KYW; "The Radio Sales Structure", J. S. deRussy, sales manager, KYW; "Radio Program Management", J. P. Begley, program manager, KYW;

"Present Day Significance of News in Radio", James A. Aull, director of publicity, KYW; "Summarization of Subject—Radio", W. B. McGill, advertising manager, WRS Inc.; "Summarization of Subjects", Gordon Hawkins and Col. William Galleher; "The Story of American Radio", Mrs. William Corwith, assistant to Dr. James Rowland Angell, educational counselor, NBC;

"Radio, Education and Listener Coordination", Mrs. Dorothy Lewis, Coordinator of Listener Activities, NAB; "Use of Radio in Education in the Post War World", Dr. C. O. Arndt, senior specialist of Far Eastern Education of the U. S. Office of Education and Mrs. Kathleen N. Lardie, first assistant, Dept. of Radio Education of the Detroit Schools System.

Miss Gertrude A. Golden, District Superintendent of the Philadelphia School System and Chairman of the Radio and Public Relations Committee represented the Board of Education in planning the project which evoked widespread interest among educators. Dr. C. Leslie Cushman, Associate Superintendent of the Philadelphia School System wrote "We are resolved to build on this experience an improved program for the utilization of the radio in the work of the schools."

Plans were being formulated to continue the radio classes for the teachers throughout the winter.

Sues WINS for Fees

SUIT FOR $14,022 has been filed in New York Supreme Court by Lewis King, commercial manager of WPAT, Paterson, and former salesman, against WINS New York, for 2½ years back commissions on the sale to the station of the program *Racing Results*. Series was sponsored by Armstrong Publications, for whom King claims he acted as agent. He claims that WINS, after paying him six months commission on the deal, made a direct arrangement with the sponsor. William Weisman is attorney for the plaintiff, and McCauley & Henry is handling the case for WINS.

WDRC
CONNECTICUT'S PIONEER BROADCASTER
CONTACT!
You go places, when you pick WDRC for your spot campaign. WDRC gives you real coverage of the entire Hartford Trading Area PLUS one low uniform rate for all advertisers—national, regional or local. Basic CBS, Hartford.
CONNECT IN CONNECTICUT!
CBS

★ ★
THE BRIGHT SPOT of Eastern New York
SCHENECTADY TROY ALBANY
WTRY The Buying Triangle
Only BLUE Network Station Covering this Area
★ ★

WITH
REX DAVIS
4 TIMES DAILY

KWKH
CBS-50 KW
The Selling Power in the Buying Market
A Shreveport Times Station
SHREVEPORT, LA.
The Branham Company

Stovin and Wright
RADIO STATION REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

The *Only* BLUE Network Station *Serving* the rich important *U. S. 34th* Metropolitan District
WFMJ
Youngstown, O.

WBNX
5000 Watts
THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.
New York City
FOR OFFENSE • FOR DEFENSE
BUY U.S. BONDS TODAY

Covers Atlanta at LOWEST Cost!
WATL
ATLANTA
1400 KC
MBS
SPOT
Represented by SALES

Actions of the FEDERAL COMMUNICATIONS COMMISSION

OCTOBER 16 TO OCTOBER 22 INCLUSIVE

Decisions . . .

OCTOBER 19

KRKO Everett, Wash. — Granted mod. license to increase N power 100 to 250 w.

KWFC Hot Springs—Granted consent to involuntary assign. license from Clyde E. Wilson & Howard A. Shuman, d-b as Hot Springs Broadcasting Co., licensee, to Clyde E. Wilson, personally. Station sold at public auction for $49,000.

WDSM Superior, Wis.—Granted CP to change transmitting equipment, increase power 100 to 250 w.

BLUE Network Co.—Granted authority transmit recorded programs to all broadcast stations under control of Canadian authorities that may be heard consistently in the U. S.

WDSU New Orleans — Granted license renewal and reinstatement of application for CP for power increase, new transmitter, DA and change site.

WMIS Natchez, Miss.—Extended outstanding temp. license for one month, Oct. 21-Nov. 21.

WGRM Greenwood, Miss.—Same.

KCMC Texarkana, Tex.—Granted CP to change frequency from 1450 to 1230 kc, change transmitting equipment.

KTHS Hot Springs, Ark. — Designated for hearing application for CP to increase power from 5 kw D, 10 kw N, to 50 kw; hours of operation from sharing-KRLD to unlimited; install new transmitter, new DA-N, move studio and transmitter to Little Rock, Ark.

WJNO West Palm Beach, Fla.—Denied petition to reconsider action designating for hearing application to use formerly licensed composite transmitter (250w), install vertical antenna as auxiliary unit, and grant same without hearing.

West Allis Broadcasting Co., West Allis, Wis.—Denied petition to reinstate application for new station.

The Times Herald Co., Port Huron, Mich.—Placed in pending files pursuant to Commission order No. 79, application for CP for new FM station.

WRDO Augusta, Me.—Granted application for CP to relocate transmitter and antenna site, install new transmitter, increase 100 to 250 w, accordance with Commission's Aug. 11, 1943, policy permitting local power increases with conditions.

Applications . . .

OCTOBER 19

WKST New Castle, Pa.—Acquisition of control of licensee corp. by S. W. Townsend and Wanda E. Townsend through purchase of 80 shares of stock from Joseph Thomas by Wanda E. Townsend.

WNOX Knoxville—Special service authorization to change transmitting equipment, operate with 500 w for emergency purposes only to April 1, 1944.

OCTOBER 20

Head of the Lakes Broadcasting Co., Superior, Wis.—CP for new FM station amended to change coverage from 2,754 sq. m. to 407 sq. mi.

OCTOPER 21

Sentinel Broadcasting Corp., N. Y.—Voluntary assign. of license to Wage Inc.

NEW, Dr. Harry Lehrer, Los Angeles—CP for standard broadcast station with 1 kw unlimited.

OCTOBER 22

KPAC Port Arthur, Tex.—License to cover CP for power increase, change DA.

KWTO Springfield, Mo.—License to covr CP for change in hours, installation of DH-N, move transmitter.

Network Accounts

All time Eastern Wartime unless indicated

New Business

GILLETTE SAFETY RAZOR Corp., Boston, on Nov. 5 sponsors Tami Mauriello-Lee Savold boxing bout on undetermined number of Mutual stations, 10 p.m. On Nov. 12 company sponsors Fritzi Zivic-Jack LaMotta bout and on Nov. 19 sponsors Bob Montgomery-Beau Jack. **Agency:** Maxon Inc., N. Y.

YORK KNITTING MILLS, Toronto, on Nov. 14 starts *Canada Sings* on 30 CBC stations, Sun. 5:03-5:30 p.m. **Agency:** Cockfield, Brown & Co., Toronto.

Tentative Calendar . . .

WOI Ames, Ia.—Application for special service authorization to operate on 640 kc, 5 kw, 6 a.m. to local sunrise.

McCOLL-FRONTENAC OIL Co., Toronto, on Nov. 27 starts *Metropolitan Opera* on 33 CBC stations Sat. 2-5 p.m. **Agency:** Ronalds Adv. Agency, Toronto.

PHILCO CORP., Philadelphia (institutional), on Dec. 5 starts *Radio Hall of Fame* on more than 100 BLUE stations, Sun., 6-7 p.m. **Agency:** Sayre M. Ramsdell Associates, Philadelphia.

ARMSTRONG CORK Co., Lancaster, Pa., on Oct. 19 added eight CBS stations (WPAD WHOP WJLS WDWS WDAN WTAX WSOY) to *Armstrong's Theatre of Today*, making a total of 128 CBS stations, Sat., 12 noon-12:30 p.m. **Agency** is BBDO, N. Y.

Renewal Accounts

WM. WRIGLEY Jr., Chicago (doublemint), on Oct. 31 renews *America in the Air* on 120 CBS stations, Sun., 6:30-7 p.m. **Agency:** J. Walter Thompson Co., Chicago. On Nov. 1 *American Women* is renewed for Spearmint on 120 CBS stations, Mon.-Fri., 5:45-6 p.m. **Agency:** Arthur Meyerhoff & Co., Chicago.

LOS ANGELES BREWING Co., Los Angeles (Eastside beer), on Nov. 1 renews for 52 weeks and expands from 60 minutes to two hours, the six-weekly recorded program, *Dance Tonight*, on KFWB, Hollywood. **Agency** is Lockwood-Shackelford Co., Los Angeles.

GENERAL MILLS Inc., Minneapolis (Wheaties), on Nov. 5 renews for 26 weeks, *John Gunther* on a total of 68 BLUE stations, seven new stations having been added Fri. and Sat., 10-10:15 p.m. **Agency:** Knox Reeves Inc., Minneapolis.

WILLIAMSON CANDY Co., Chicago (Henry candy bar), on Nov. 9 renews 52 weeks *Famous Jury Trials* on 68 BLUE stations. Tues., 9-9:30 p.m. **Agency:** Aubrey, Moore & Wallace, Chicago.

S. C. JOHNSON & SON Co., Racine, Wis. (Johnson's wax), on Oct. 19 renews *Fibber McGee & Molly* on 130 NBC stations, Tuesdays, 9:30-10 p.m., with the addition of WSAM and WENY on Nov. 2 and KOB on Nov. 16.

PET MILK Co., St. Louis (Pet Evaporated Milk), on Oct. 26 renews for 52 weeks *Mary Lee Taylor* on 71 CBS stations, Tues. and Thurs. 11-11:15 a.m. and on Nov. 27 adds Sat., 10:30-11 p.m. (rebroadcast 2 p.m.) and 8 CBS Pacific Coast stations, making a total of 79 CBS stations. **Agency** is Gardner Adv., St. Louis.

Walt Dennis to WHN

WALT DENNIS, director of the NAB News Bureau in Washington since last March, last Thursday announced his resignation effective Nov. 1, to join WHN New York as director of public relations. He will report to Herbert L. Petty, director of the Loew's Inc. station.

Mr. Dennis

Before joining the NAB with Willard Egolf assistant to President Neville Miller, Mr. Dennis had been with KVOO Tulsa as director of merchandising and Sales promotion, having joined the station in 1941 as assistant farm editor. Prior to that he had been in newspaper work in the Midwest for seven years.

Is your 1944 YEARBOOK questionnaire completed and in the mails? Your prompt and careful handling of the information requested will assure accurate listing in radio's own reference volume.

Thank You!

BROADCASTING
The Weekly Newsmagazine of Radio Broadcast Advertising

NATIONAL PRESS BLDG., WASHINGTON 4, D. C.

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington 4, D. C.

PAYABLE IN ADVANCE

Help Wanted

OPPORTUNITY—For reliable, draft exempt, writer-director-announcer. Send photo, transcription, scripts. State age, experience, salary expected. William F. Holland Agency, Hotel Sinton, Cincinnati, O.

Draft Deferred—Licensed first, second, or third class operators. Rocky Mountain 5 kw. network station. Box 443, BROADCASTING.

WANTED—Two good commercial announcers for midwest network regional. $50 a week. State experience and draft status. Box 437, BROADCASTING.

Wanted—Experienced radio salesman. Must be college graduate and have at least two years of actual experience successfully selling and servicing local accounts. Must be exempt from the Selective Service. Write full particulars to Box 438, BROADCASTING.

NEWSMAN-SPORTSCASTER — Must be fully qualified by experience, draft exempt. Real opportunity for one who can qualify. Regional 5 kw CBS station. Write WKZO, Kalamazoo, Michigan.

Announcer-Writer—Permanent position for experienced draft exempt man. $56 for 50 hours to start. A real opportunity. Send samples of your work with full details to Manager, WFDF, Flint, Michigan.

First Class Radio-Telephone Operator—Outstanding opportunity, excellent salary. Give experience and draft status. Radio station WSAM, Saginaw, Michigan.

Wanted—Announcer-operator with first class license. Must be capable of news and general announcing network station. Send details to KSEI, Pocatello, Idaho.

Announcer—Fluent ad-lib versatile personality announcer with continuity and production ability. KTFI, Twin Falls, Idaho. Located in non-defense farming area with post-war stability. Send photo, draft status. Reference, transcription.

First Class Radio Telephone Operator—Permanent position. Union scale. Contact Chief Engineer, WDSU Inc. New Orleans, La.

Announcer—Permanent position with 5 kw. regional network station for draft deferred, experienced man. Box 442, BROADCASTING.

ACCOUNT EXECUTIVE AND MERCHANDISING MANAGER—We are planning not only for present but post war. For this man a 5 k. w. CBS affiliate in middlewest offers a splendid opportunity. Qualifications: Married, draft exempt, sober, reliable, 5 years radio background, knowledge of department store sales and merchandising necessary. Send full particulars including age and photograph if possible. Box 444, BROADCASTING.

ANNOUNCER — Experience preferred; well-recommended radio school graduate considered; by New England network affiliate. $35 per week. Tell all in first letter. Box 445, BROADCASTING.

Chief Engineer—Who can assume complete charge of technical department. Good salary, permanent position. In reply give complete information—age, experience, marital and draft status, and license. Write KRIC, Beaumont, Texas.

RADIO STATION SALESMAN—Station leads in its market of over million urban population. Important network outlet. Agency, publication or station experience necessary. Salary $4,200. Give complete details on educational and business background. Confidential. Box 446, BROADCASTING.

RADIO SALESMEN—Want a job with a future? Regional network has openings for salesmen in two New England cities. Box 447, BROADCASTING.

Situations Wanted

Versatile, Reliable Personnel Buy—Routined program director with good knowledge of music clearance. Writing, production, announcing. Excellent organist-pianist. Ten years radio. Conservatory, University graduate. Substantial permanent situation offering production possibilities. Married. draft deferred. Box 440, BROADCASTING.

Attention Chicago—Producer, announcer. M. C., western, variety, comic shows, news. Now doing one of nations top shows. Agency or station. 10 years experience. Box 439, BROADCASTING.

Copywriter-News Editor—4 years experience. College. 4F, age 23. Box 435, BROADCASTING.

ANNOUNCER—My last spot. All of 50,000 watt. Am not daft from the draft. For you see, am I-C. Box 434 BROADCASTING.

WELL KNOWN BROADCASTING ENGINEER—Presently employed in responsible position by large manufacturer desires to return to broadcasting. Will consider only leading technical staff of progressive station. Draft exempt. Replies confidential. Box 433, BROADCASTING.

Experienced First Class Technician—Desires chief engineer position at low power station or operator at larger station in eastern Oregon or Washington. Box 432, BROADCASTING.

CHIEF ENGINEER—Married, family, draft deferred, 15 years experience in maintenance, installations, measurements, applications, etc. Full charge equipment and technical staff. References. Give complete details and salary in first letter. Box 431, BROADCASTING.

AGENCY EXECUTIVE, STATION MANAGER, SALES MANAGER, PROGRAM DIRECTOR—Now available. Experienced in every phase of radio. Married. Over draft age. If you are looking for results, write Box 430, BROADCASTING.

ENGINEER—6 years experience at 5 kilowatt network station in master control, studio mixing, recording, some production, transmitter operating. Want studio work at large station or chief engineer of small station. Honorable discharge from army. Desire personal interview before joining your staff. Box 429, BROADCASTING.

Hey, Look!—Desires job in metropolitan station doing publicity or announcing. Five years writing experience, one year announcing. Ready to specialize in publicizing and advertising a station which needs a personable young man brimming over with ideas. $45 minimum. 22, college, 4-F. Box 427, BROADCASTING.

Studio Technician—Five years, progressive network key station. Desire production or programming. Honorable army discharge. Box 425. BROADCASTING.

Station Manager—Now employed looking for opportunity in larger field. Possibilities in present market too limited to maintain necessary earnings. Can furnish best of references. Have excellent sales and profit record. 13 years radio experience with both local and regional network affiliates. Have operated newspaper owned and independent stations. Also have newspaper advertising background of 7 years. Salary not as important as correct opportunity to earn in right market. Am Married, have two children, draft classification 3A. Can leave on short notice because of arrangement with present employers. Write Box 424, BROADCASTING.

Station Executive—Outstanding background. 7 yrs. managing own station. Familiar with all phases of station operation. Stable, reliable, married, past draft age. Salary and bonus, $6,000. Box 423, BROADCASTING.

SAM TAYLOR, active in radio 15 years, has been appointed Hollywood manager of the new radio relations department of Warner Bros. He will be agency and station contact and develop program material for Warner Bros. film talent and story properties. His aide, Mickell Novak, will serve as liaison between the studio and radio editors.

Situations Wanted (Cont'd)

PROGRAM DIRECTOR-MANAGER — All phases programming—business experience—youthful—progressive—capable—congenial—best references—draft deferred—will prove definite asset. Box 428. BROADCASTING.

Wanted to Buy

Wanted to Buy—Regional or local station Midwest or Southwest. Box 441, BROADCASTING.

Wanted To Buy—Complete 5 KW transmitter, including antenna tuning unit. Advise type, condition and price of this transmitter. Box 436, BROADCASTING.

MODULATION MONITOR — Approved Frequency Monitor, two transcription turntables, new or used. Box 426, BROADCASTING.

RADIO WRITER WANTED

We need immediately an experienced radio writer—man or woman—able to produce a large volume of good spot copy—both live and transcribed, for a wide variety of accounts, including foods, drugs, beverages, farm products and petroleum products. Write fully giving age, experience, draft status (if a man), salary requirements, references and earliest date on which you might be available.

R. J. Potts - Calkins & Holden
215 W. Pershing Road
Kansas City, Mo.

MR. RADIO EXECUTIVE:

Your time is valuable while you're in New York. That's why we want you to stay with us at the Roosevelt.

You'll be only a few steps from your representative, your network and the radio agencies. Our private passageway from Grand Central Station leads right to the lobby where you can register for a comfortable room and bath from $4.50.

Our Men's Bar is radio-famous and the meals are delicious whether you eat in the Grill, the Colonial Room or the Coffee Shop. There is dancing in the Grill every evening except Sunday.

HOTEL ROOSEVELT
MADISON AVE. AT 45th ST., NEW YORK
A HILTON HOTEL
ROBERT P. WILLIFORD, General Manager

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An Organization of
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EXACT MEASUREMENTS
ANY HOUR—AND DAY
R.C.A. Communications, Inc.
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RING & CLARK
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Munsey Bldg. • Republic 2347

Pulp, Paper Shortage Seen Threatening All Lines of Industry and Advertising

KEEPING some well-known sponsored products on the market in present volume has now become literally a paper problem. This results from the growing shortage of wood pulp and paper for shipping containers as well as for publication of newspapers and national magazines.

Not yet a choice between comics and cosmetics, the paper situation nevertheless is seen as seriously threatening all lines of industry and advertising. Latest restrictive action taken by government to spread existing supplies is WPB Limitation Order L-317, which sets up quotas and inventories on shipping containers. Inventories are limited to a 30-days supply. Based on 1942 usage, the quotas include: beverages, 80%; animal and pet foods, 80%; dentifrices, 80%; perfumes and toilet articles, 65%. Seasonal packs of food products are not on the quota list. Cosmetic industry had already seen its supply of glass containers cut to 65%.

Effect on Volume

Effect of the paper order upon volume of restricted products will vary depending upon what measures the manufacturers can take, such as pushing large size individual packages, which hold more product in relation to the amount of paper board used to pack them; return and re-use of shipping containers; shipment in bulk, etc.

Containers Division of the WPB is launching an extensive program for voluntary re-use of containers. Presumably distributors will be called upon to return shipping boxes to the manufacturer where this is practical.

On the advertising, printing and publishing front the big paper news is the disclosures and representations being made to the Boren Subcommittee of the House, which is investigating the newsprint supply. One report forecast a drop of 52% in printing and wrapping paper available for U.S. consumption in 1944 unless measures are taken to relieve shortage of manpower in the woods. The report advised consideration of the use of war prisoners for this work.

American Newspaper Publishers Assn. has advised the House committee that tariff restrictions on newsprint should be relaxed. The Treasury has placed a narrow definition on duty free "standard newsprint paper" thereby keeping Canadian supplies out of the U.S., the ANPA charged.

A recent order raised the WPB limitation on newsprint consumption from 5 to 10 per cent of the base period, in line with a recommendation by the newspaper publishers advisory committee. A larger cut was not recommended, it was reported, because the advisory committee felt that the deficit could be supplied out of inventories. The publishers were warned, however, that the lag of production was increasing seriously.

Mentholatum on 75

MENTHOLATUM Co., Wilmington, Del., for its "multiple-relief" cold product is using spot announcements and local programs on stations in 75 markets throughout the country. Campaign started on a small scale back in July and stations have been added during the past few months to make the present total number of markets. Agency is J. Walter Thompson Co., New York.

Thomas to Marines

FRED THOMAS, news editor of WCKY Cincinnati, was inducted into the Marines last Tuesday and will report in a fortnight at San Diego, Cal. Thomas joined WCKY last February after eight years at WLW-WSAI Cincinnati, where he wrote the 11 p.m. newscast, first for Paul Sullivan, then for Peter Grant, Jay Simms and Arthur Reilly. Mrs. Thomas, the former Ruth deVore of the radio singing team the deVore Sisters, plans to remain in Cincinnati until Thomas completes his boot training. Thomas has made application to become a combat correspondent.

Loose-Wiles Active

LOOSE-WILES Biscuit Co., Kansas City, Mo., as part of its fall campaign for Krispy, Hi Ho and Cheez-It crackers, will use announcements on its current campaign in New England and on WTOP Washington, which has been running since early summer. In addition to a WTOP quarter-hour news series, the company sponsors news by Cedric Foster on WNAC WEAN WICC WCSH WLBZ and WTHT. Agency is Newell-Emmett Co., New York.

POST-WAR MIKES
Will Come in Many Styles, Says Durwood Allen

WHILE the all-purpose standard microphone will continue to be a favorite, there will be more styles of mikes in use after the war, in the opinion of Durwood D. Allen, Secretary of the Universal Microphone Co., Inglewood, Cal. Mr. Allen believes that the lip type, throat model, lapel size and hand-held microphones will be more generally used for studio, remote, and on-the-spot special events broadcasts.

Mr. Allen

"The post-war broadcasting realm will see more than a score of microphone styles to select from" Mr. Allen predicts. "Manufacturers may even distribute package deals with a half dozen models attached to boards for wall display and storage in control booths to be used as replacements and spares."

Republic Pix Schedules Spots For Rogers Film

REPUBLIC PICTURES Corp., New York, is using spot radio in the East and Midwest to promote Roy Rogers film, "Man From Music Mountain". Tying in with Roy Rogers' personal appearances in the Rodeo in New York, Republic ran transcribed announcements and live participations on WOR WJZ WHN WNEW WABC WOV, Sept. 30-Oct. 9, promoting the film and the Rodeo.

Schedule for the opening of the film in St. Louis Nov. 4 includes KSD KMOX KWK KXOK WTMV WIL WEW. Kansas City showing will be advertised on KMBC and WDAF, while WCCO and KSTP will carry commercials for the Minneapolis presentation. Radio will also be used in Omaha. Agency is Donahue & Coe, New York.

Drawn for BROADCASTING by Sid Hix

"No, Madam, It's Toothpaste Tubes You Turn In When You Want Pepsodent!"

KFI-KECA Restriction Issued on Used Car Co

TIGHTENING regulations cov ing used car and automotive se vice commercial copy, KFI-KEC Los Angeles, in a directive issu to Southern California advertisi agencies on Oct. 20 announc new restrictions. Directive spec fically lists as unacceptable "scar copy and any copy (1) employi superlatives, (2) offering a bon or premium to persons selling c to a dealer, (3) making claim offer of service which is contra to any department of the U. Government.

William B. Ryan, general ma ager of KFI-KECA said, "We a convinced that close adherence these copy restrictions will bene used car dealers as a group, well as the listening public."

G-F Promotes Zipf

J. E. ZIPF, former manager of t St. Louis district sales office General Foods Corp., has be named manager of the new Mi west sales division effective No 1. A. J. Danneker, former distri representative in St. Louis, su ceeds Mr. Zipf. C. J. Dare, form Omaha district sales manager, su ceeds the late W. B. O'Daniel manager of the Philadelphia di trict sales office. H. J. Co clough, former national ma ager of special coffees, ha been named to manage t Omaha sales office, while J. Bateman, former Oklahoma Ci district sales manager, will transferred to Memphis, replacin N. D. Stringer, resigned. Cla V. Kizzia, former manager El Paso, succeeds Mr. Bateman and El Paso trade will be handle through the General Foods Los A geles and Denver offices.

'Digest' Cancels

FAILING to develop a suitab program for the *Readers Diges* the publishers have cancelled th 10:15-10:30 p.m. spot on the BLU in which a program featurin Frazier Hunt, reporter, had bee scheduled to start Oct. 7, and the Oct. 21. Network show has bee postponed indefinitely, or wit Readers Digest Assn. works o a satisfactory radio presentatio of its material, according to spokesman for the firm. BBD New York, places the business.

Shirer on CBS Sundays

WILLIAM L. SHIRER, CBS new commentator, recently heard on th network Sunday evenings unde sponsorship of General Foods Corp New York, on Oct. 24 started quarter-hour commentary in th 7-7:15 p.m. period Sundays. O that date CBS shifted the Jer Lester show, a sustainer, from Su day 7-7:30 p.m. to 8-8:30 p.m. th same evening.

RADIO PLAY SHOP of Northwe ern University, Evanston, Ill., beg its fifth year of broadcasting Oct. with a half-hour drama over WLI Chicago. Armand Hunter of the Nort western School of Speech is direc of the Play Shop this year.

XUM

Water Colors FOR WEDNESDAY

Mr. and Mrs. North

Forgive a bit of play with words in order that we may press a point about an appraisal by Hooper of the amount and distribution of listening to WLW as compared to stations served by the four major networks.

Particularly vivid are the Wednesday evening pictures painted for WLW advertisers in the 28 area cities and 218 rural communities which account for 86.7% of the audience weighting in C. E. Hooper's Mid-Winter '43 Report. The complete album of the week is contained in WLW's latest Faxfile release—"The Listening Finger Points" We'd like to show you Hooper's study—better still, make your own comparisons. Drop us a wire or letter if you haven't received your copy.

Tommy Dorsey

Kay Kyser

Mr. District Attorney

Eddie Cantor

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

DIVISION OF THE CROSLEY CORPORATION